



beetle bailey



COMPLIMENTARY COPY



by NOEL WALKER

Fabulous MESA HILLS

WESTERN HOMESITES

YOUR INVESTMENT IN TOMORROW!



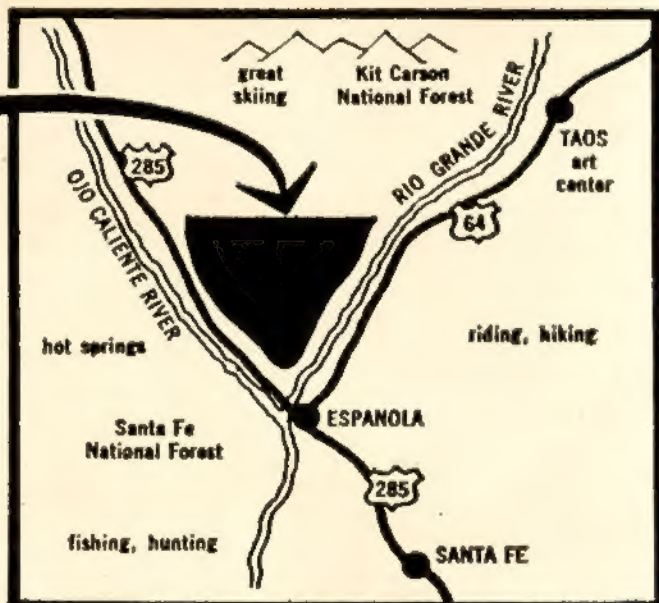
**YOUR OWN ACREAGE IN THE
HEART OF THE WEST . . . for as little as 35¢ a day!**

Just 29 miles from Santa Fe, near the junction of the Ojo Caliente and Rio Grande Rivers, panoramic **MESA HILLS** lies in the heart of the sunshine of New Mexico. A fishing and hunting paradise is nearby, winter and summer recreation to delight everyone, young and old alike. This is the land trod by the Spanish Conquistadore Coronado in his search for the fabled "Seven Cities of Cibola". This is the land of Kit Carson, Billy the Kid, and Wyatt Earp. This is the land that can be **yours**, in ranchettes of from 2½ to 20 acres, for just pennies a day!

**A YEAR-AROUND PARADISE IS WAITING FOR
YOU IN MAGNIFICENT MESA HILLS**

CASH PRICE	CREDIT PRICE
2½ acres - \$495	\$580 \$10 down; \$10 per month (58 months)
5 acres - \$795	\$930 \$15 down; \$15 per month (62 months)
10 acres - \$1495	\$1920 \$20 down; \$20 per month (95 months)
20 acres - \$2595	\$3725 \$25 down; \$25 per month (149 months)

Interest annualized at 11%.



SUPPLY IS LIMITED! * ORDER TODAY! *

30 day unconditional money back guarantee. Guarantee of signed deed after payment completion — protected by a master guarantee of title.

MESA HILLS

P.O. BOX 788 • SANTA FE, NEW MEXICO 87501

The enclosed check or money order is my refundable deposit for the MESA HILLS ranchette checked below:

- ☐ 2½ acres — just \$10 down; \$10 per month
- ☐ 5 acres — just \$15 down; \$15 per month
- ☐ 10 acres — just \$20 down; \$20 per month
- ☐ 20 acres — just \$25 down; \$25 per month

Name _____

Address _____

City _____ State _____ Zip _____

Whether you're interested in investment for profit or a place for retirement, join the hundreds of others who have become proud property owners in MESA HILLS!

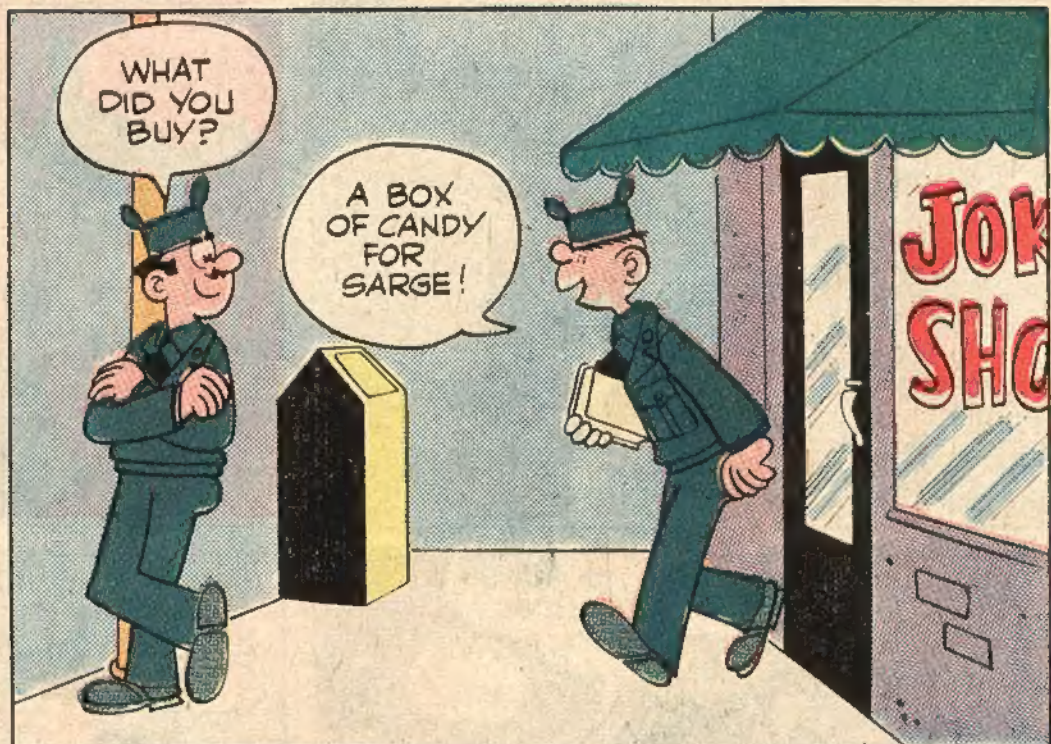
- NO EXTRAS
- NO HIDDEN CHARGES
- NO COSTLY RED TAPE
- NO WAITING FOR POSSESSION

MESA HILLS

P.O. BOX 788
SANTA FE, NEW MEXICO 87501

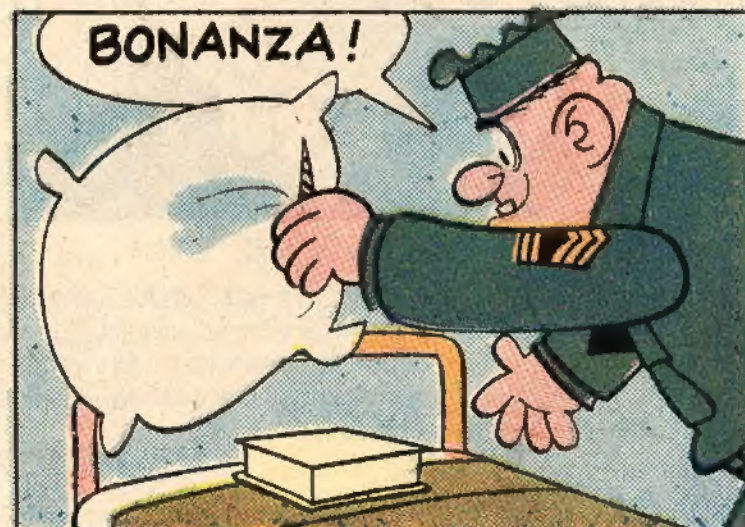
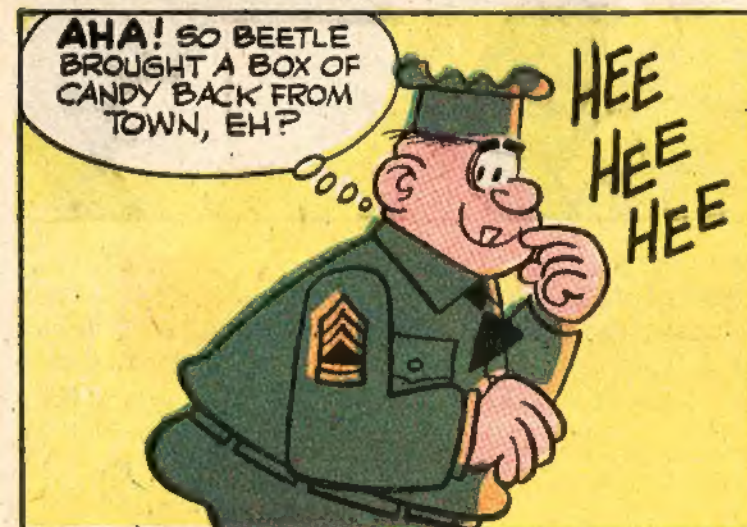
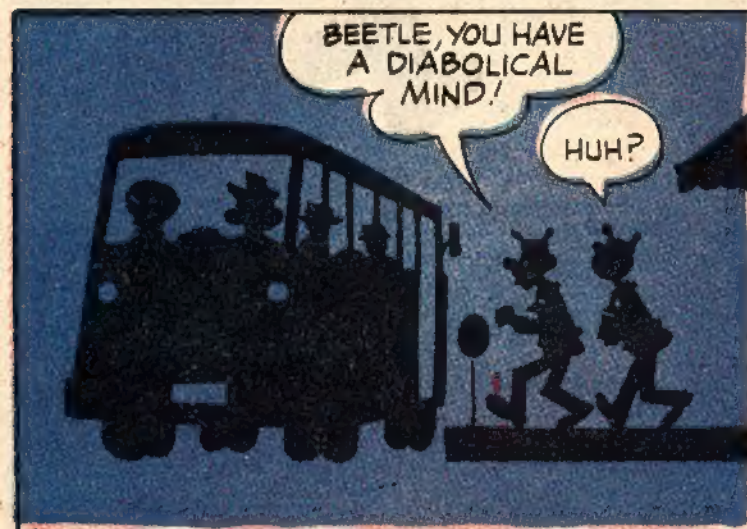
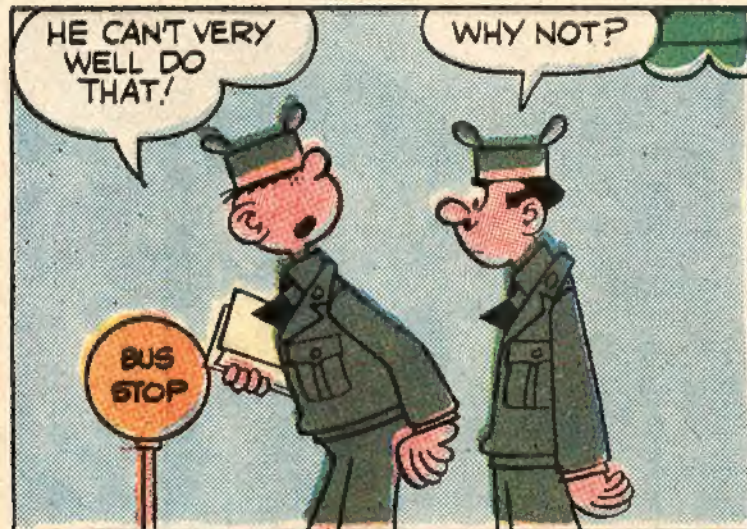
**BEETLE
BAILEY**

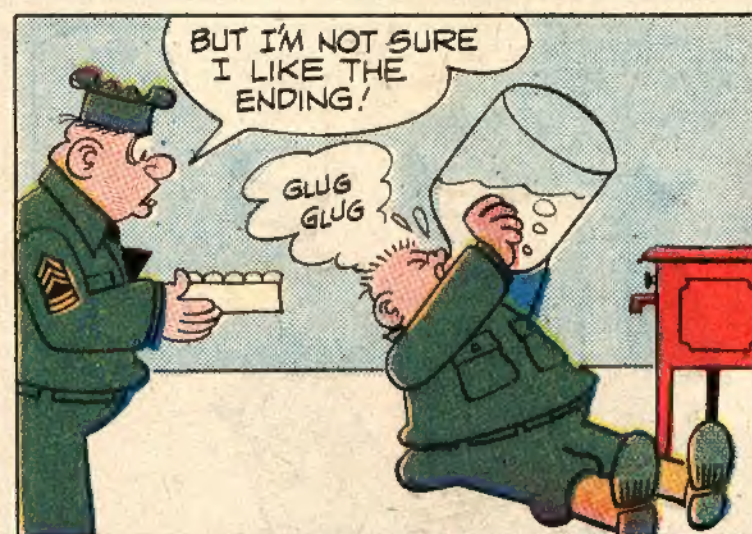
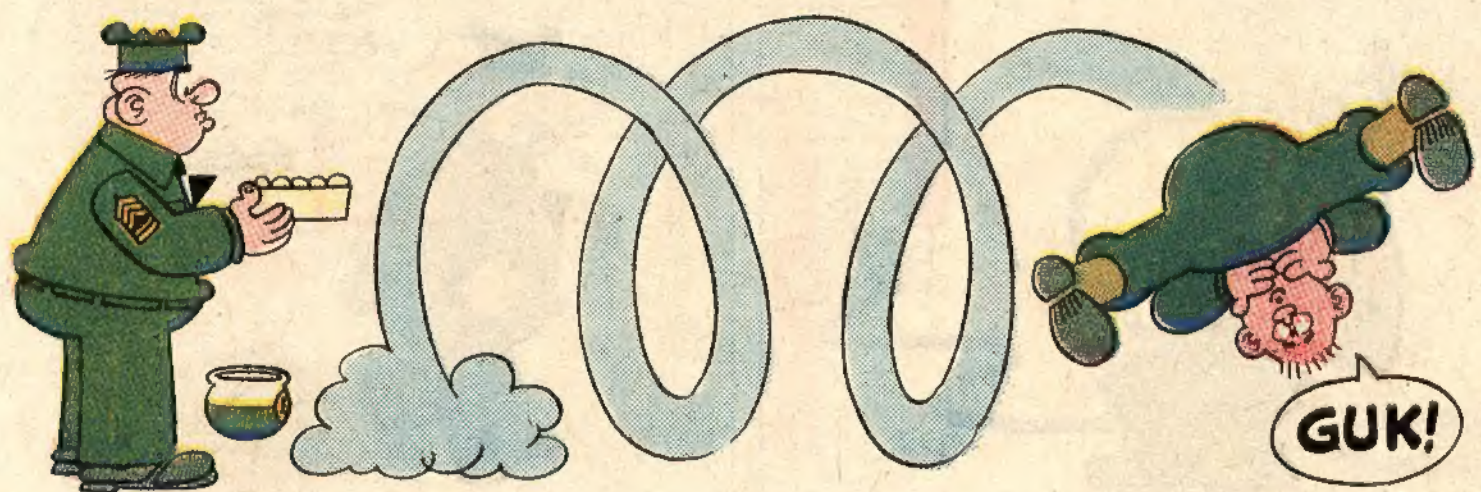
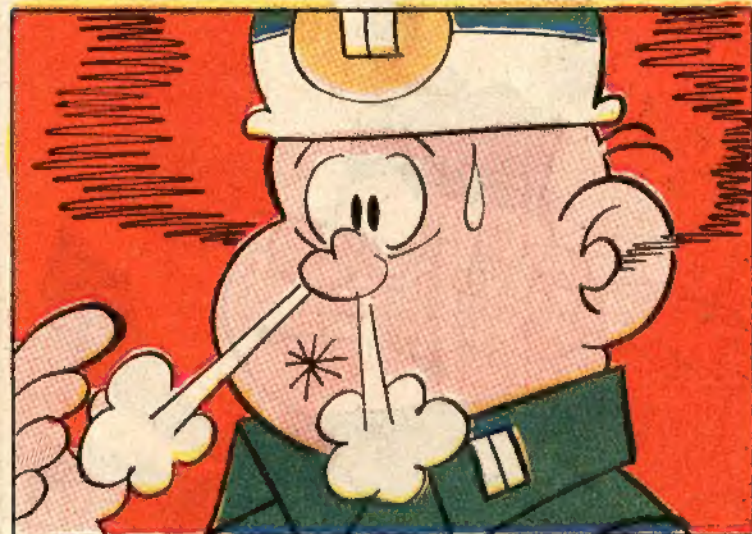
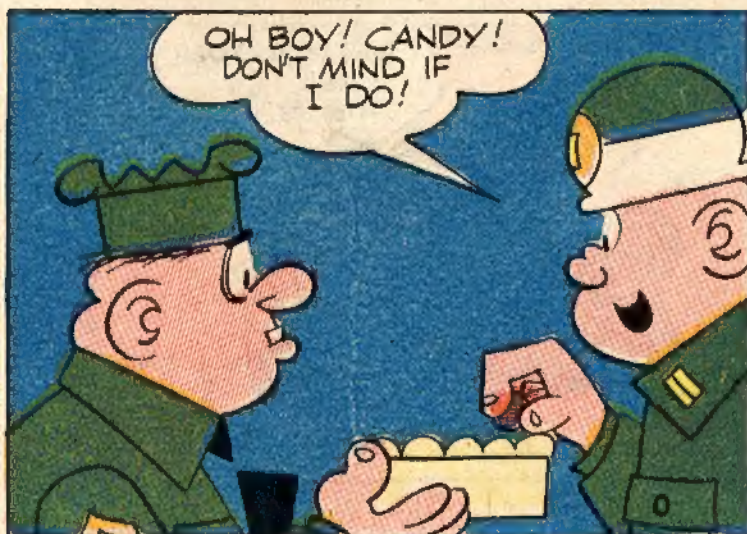
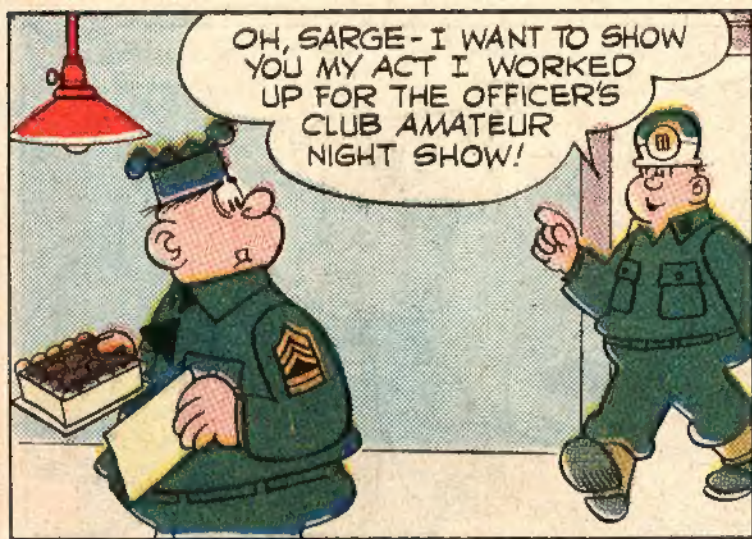
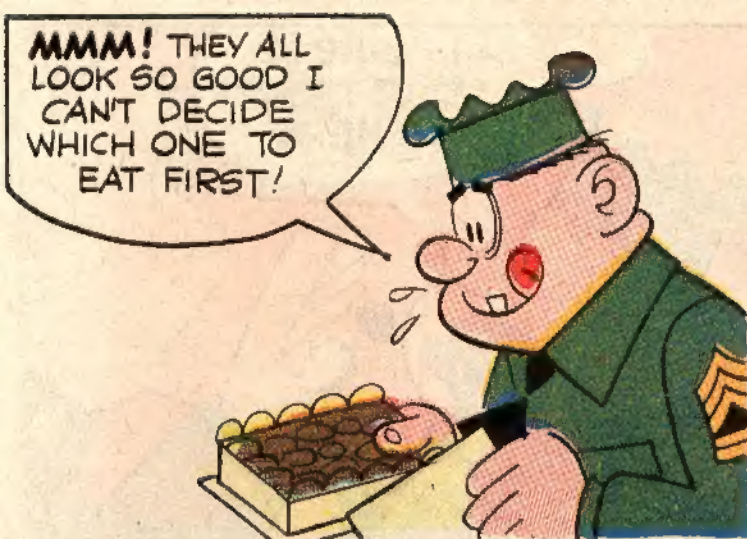
SWEET AND HOT

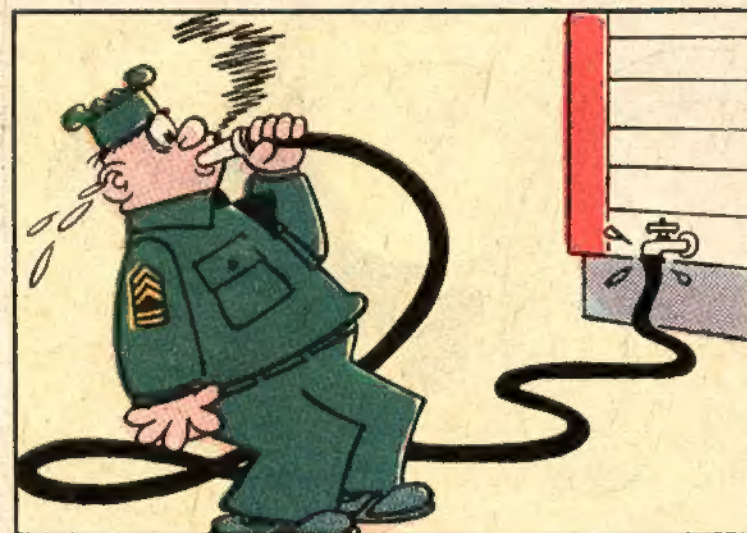
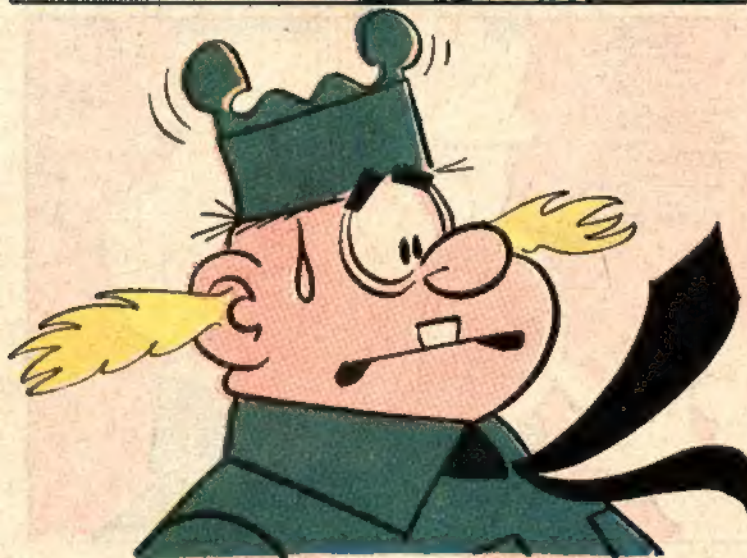
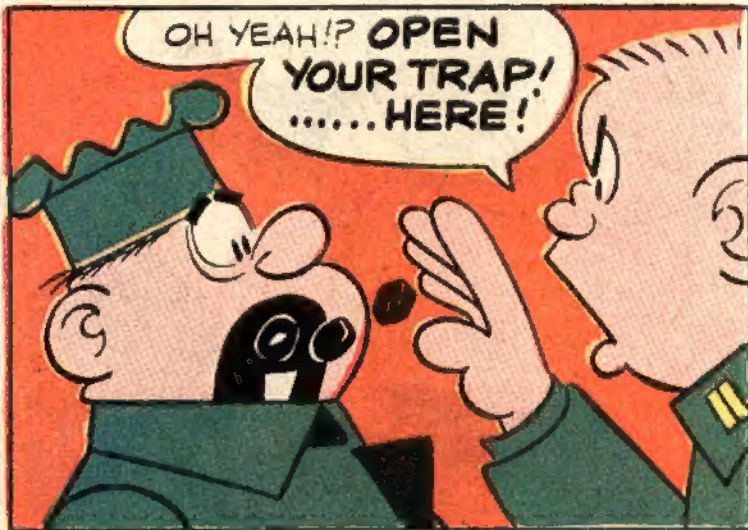


BEETLE BAILEY Vol. 1, No. 1, January, 1970,

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U.S. DIAMOND SALES

**LIFETIME
GUARANTEE**

NO DOWN PAYMENT • NO AGE LIMIT • NO RED TAPE



CROWN LADY

\$425 both rings.
15 diamonds set in lavish
14K solid gold.

\$40 monthly



APPLE BLOSSOM

\$149 both rings.
10 diamonds set in 14K
solid gold.

\$16 monthly



CROWN EMPRESS

\$249 both rings.
3 fantastic diamonds set in
a 14K solid gold design.

\$30 monthly



MY LOVE

\$159 three rings
Large center diamond
in 14K solid gold.

\$16 monthly

Illustrations enlarged to show detail



CHERRY BLOSSOM

\$179 three rings.
15 fabulous diamonds set
in lavish 14K solid gold.

\$16 monthly



WHITE ORCHID

\$269 both rings.
22 magnificent diamonds
in 14K solid gold.

\$30 monthly

MAIL TODAY

SEND NO CASH

U.S. DIAMOND SALES • 1128 Broadway • Oakland, Calif. 94607

C-22

Send Item _____ Ring Size _____

Name _____ Rank _____

Military Address _____

APD, FPO or City _____ State _____ Zip _____

Serial # _____ Discharge Date _____

Home Address _____

City _____ State _____ Zip _____

Sweetheart or Wife's Name _____

Her Address _____

City _____ State _____ Zip _____



Clip out—wrap finger—mark line at arrow point—mail with coupon.

GEMINI \$189

Fantastic Linde blue star
sapphire and two flashing
diamonds set in
14K solid gold.

\$20 monthly



THE DUKE \$139

Dazzling diamond ring in
handsome 14K solid gold.

\$16 monthly



BLACK STAR \$200

Genuine black star with
7 diamonds in 14K solid
yellow gold.

\$20 monthly



BIRTHSTONE \$129

Your birthstone with two
diamonds in 10K solid
yellow gold.

\$16 monthly

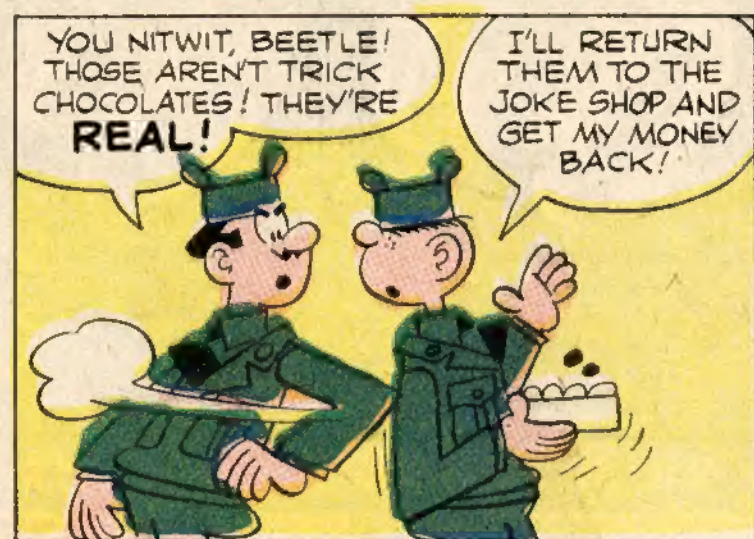
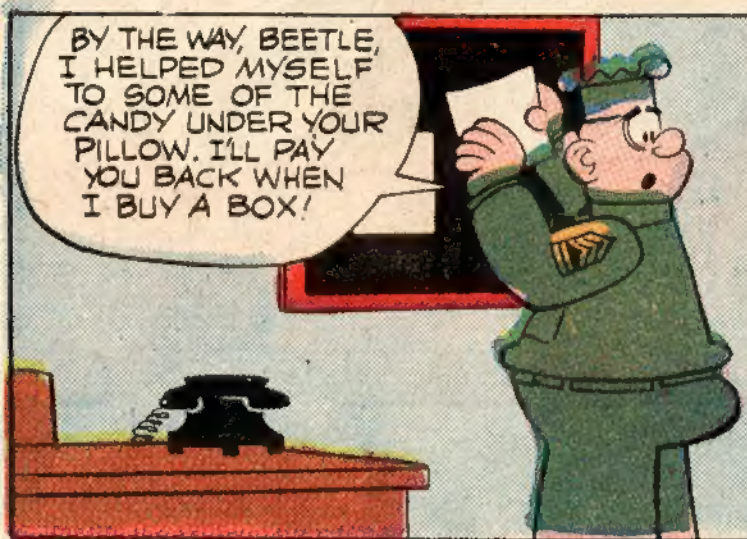
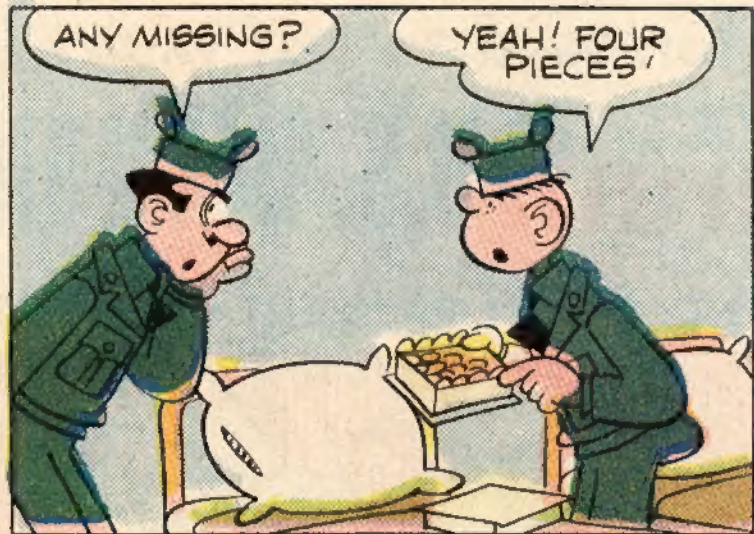


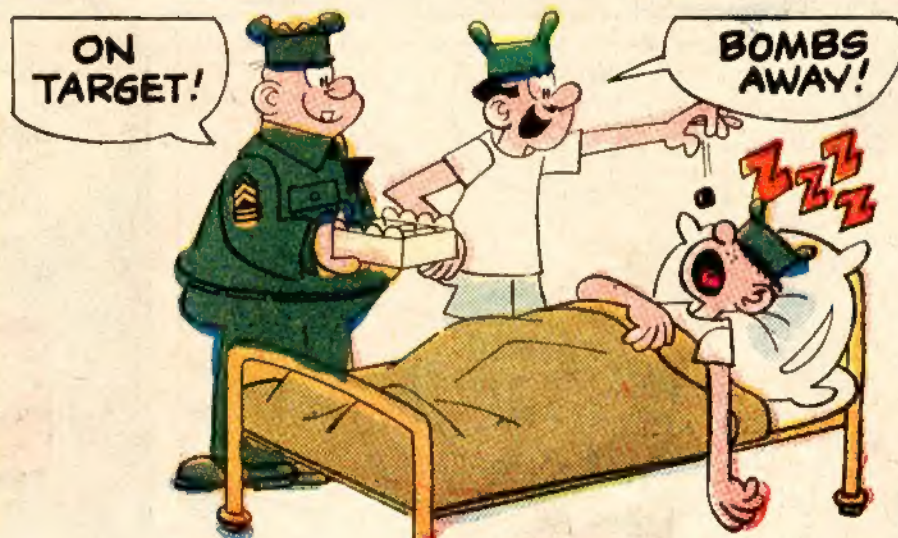
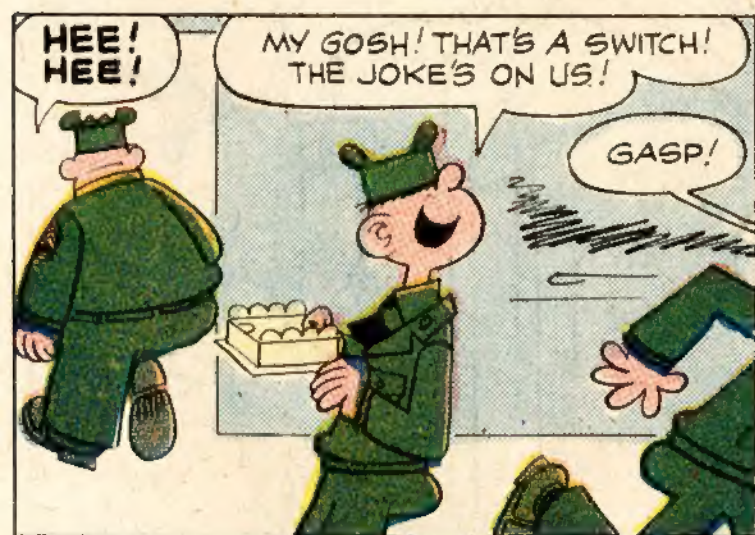
If coupon is clipped send your order on plain paper giving your name, rank, serial number and discharge date to:

U.S. DIAMOND SALES • 1128 Broadway • Oakland, Calif. 94607

Interest rate annualized at 18% or less.

Shipping, handling, postage & insurance \$5.00 per order.

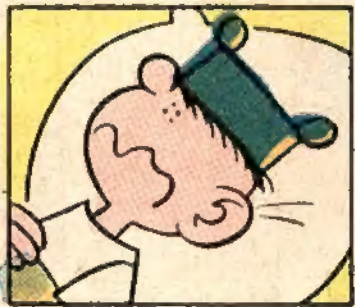
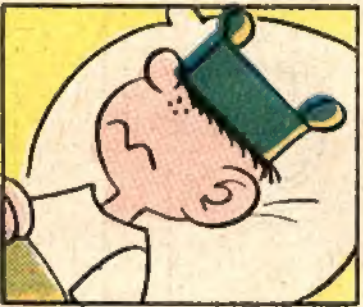




OH, COME, COME,
KILLER! DON'T
BE SO
STINGY!



LET'S GIVE
HIM SOME!



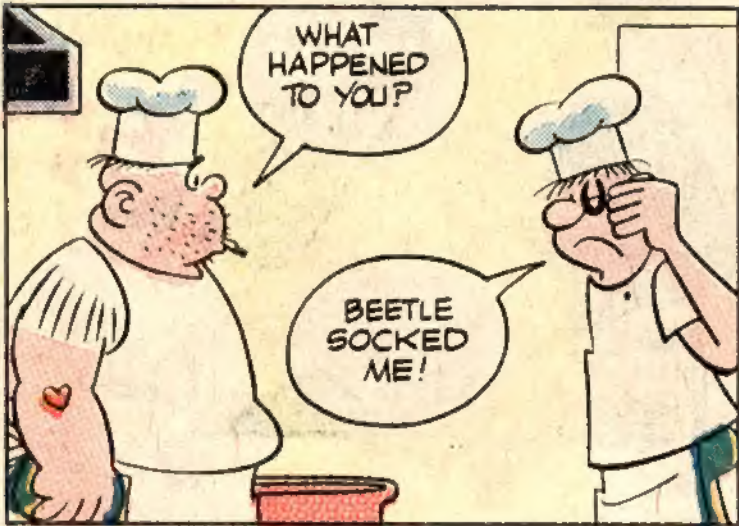
7-8-9-10
BLAST OFF!



CONGRATS,
SARGE! YOU
LAUNCHED HIM
OFF THE PAD!

WHAT
HAPPENED
TO YOU?

BEEBLE
SOCKED
ME!



AND ALL I DID WAS
ASK HIM IF HE WANTED
SOME OF THIS
ON HIS POTATO
SALAD!



The
END

BEETLE BAILEY

REST IN PEACE

I WONDER WHAT'S KEEPING
BEETLE? HE SHOULD HAVE
BEEN HERE HOURS
AGO!

RING

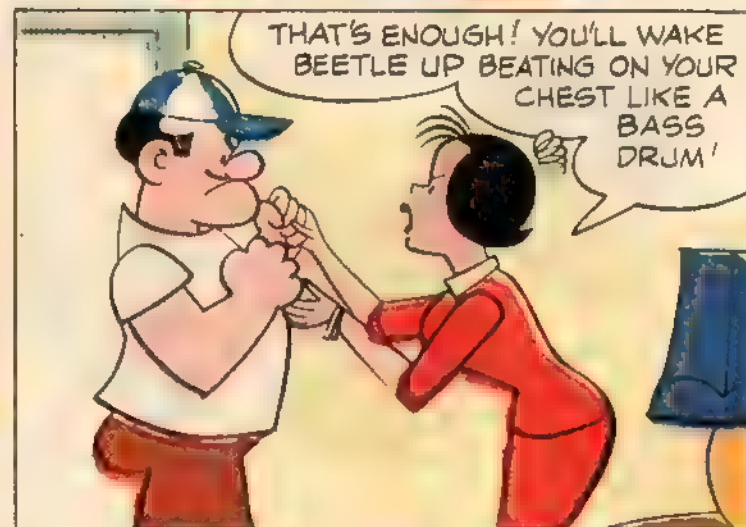
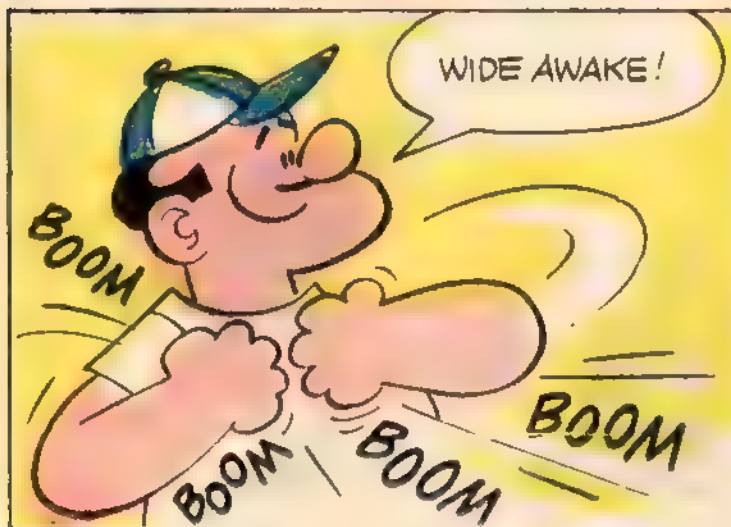
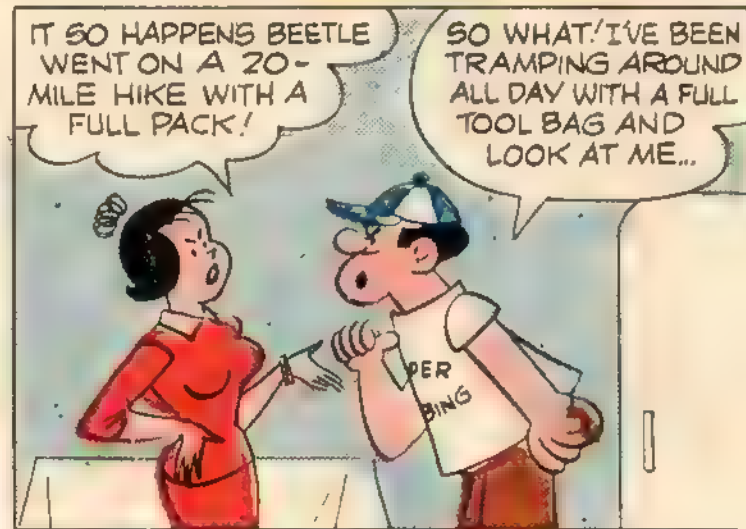
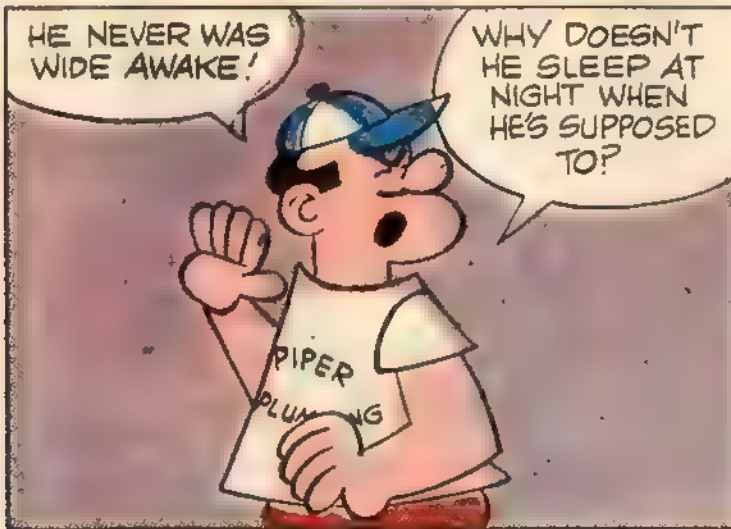
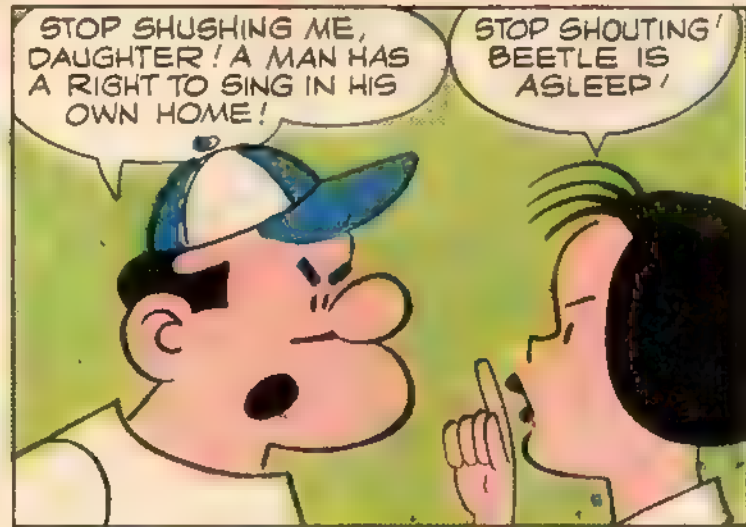
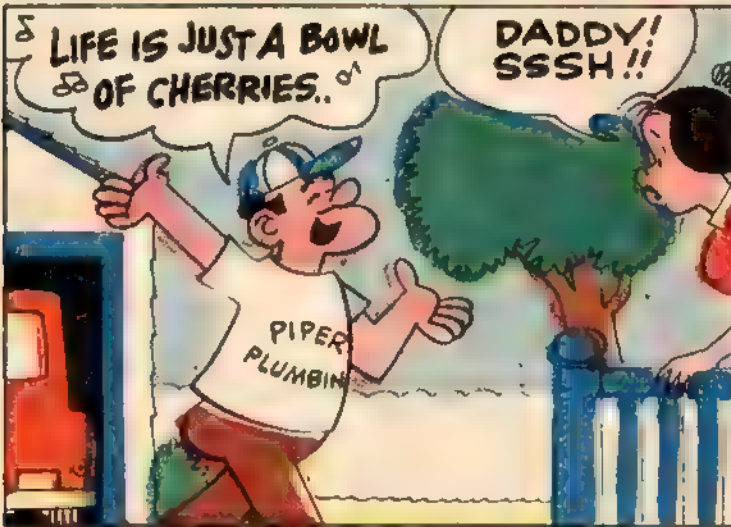
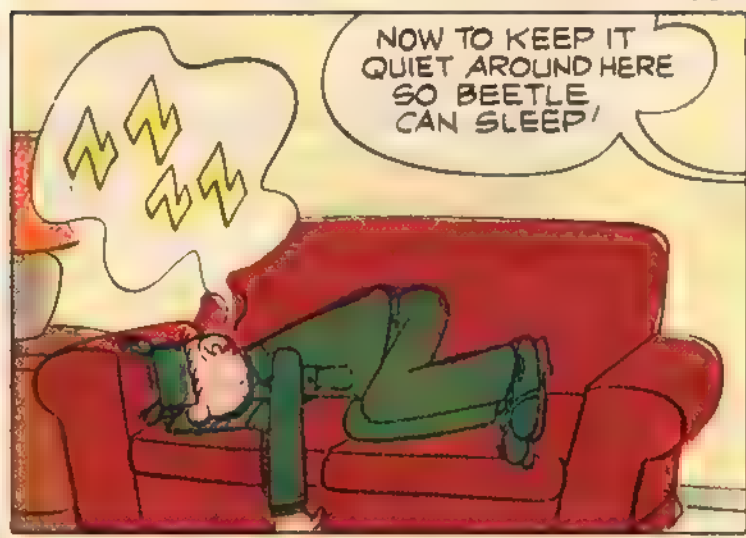
THIS IS MISS POTTS
ACROSS THE STREET!
YOU'D BETTER CALL THE
POLICE. THERE'S A
TRAMP ASLEEP ON
YOUR PORCH!

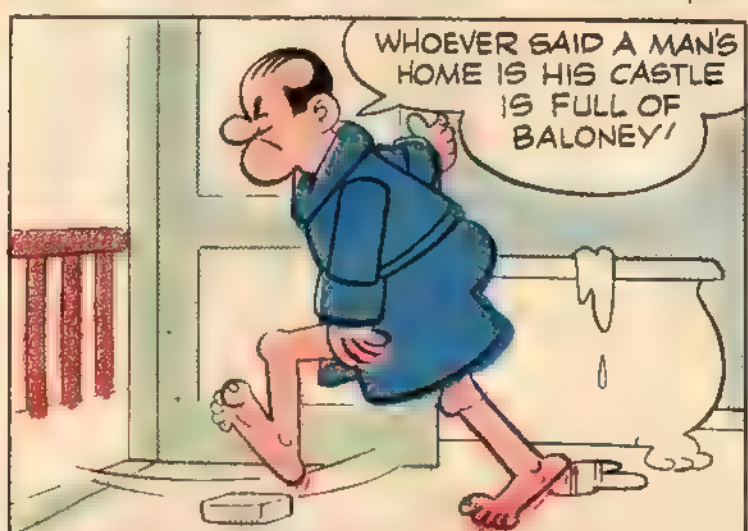
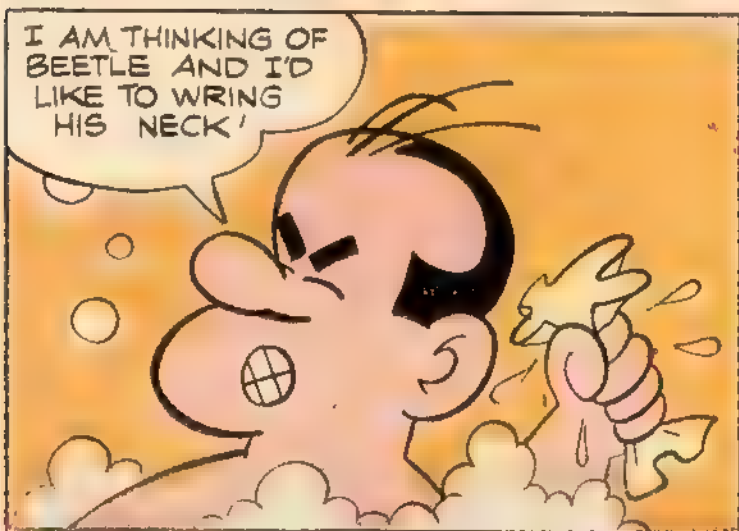
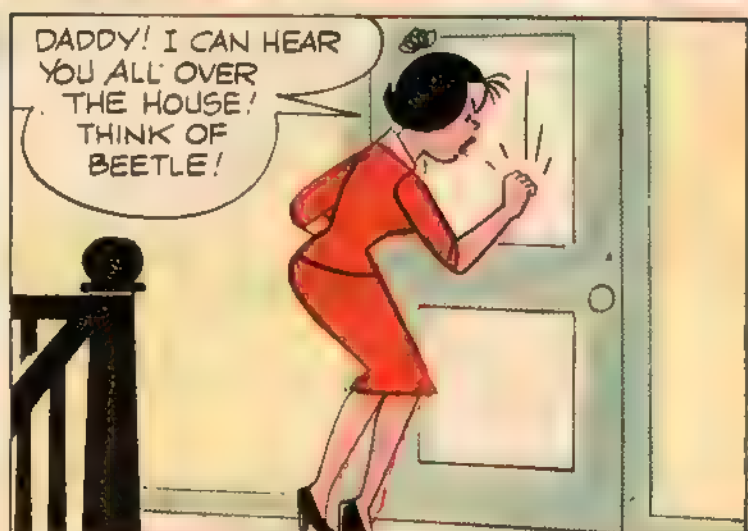
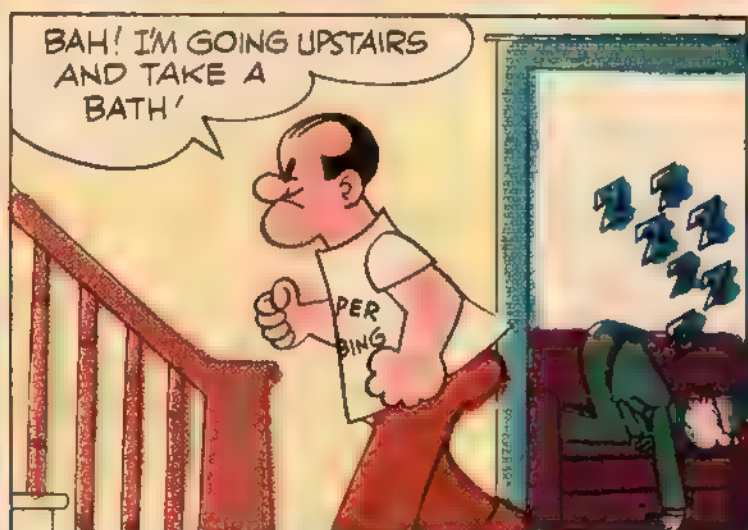
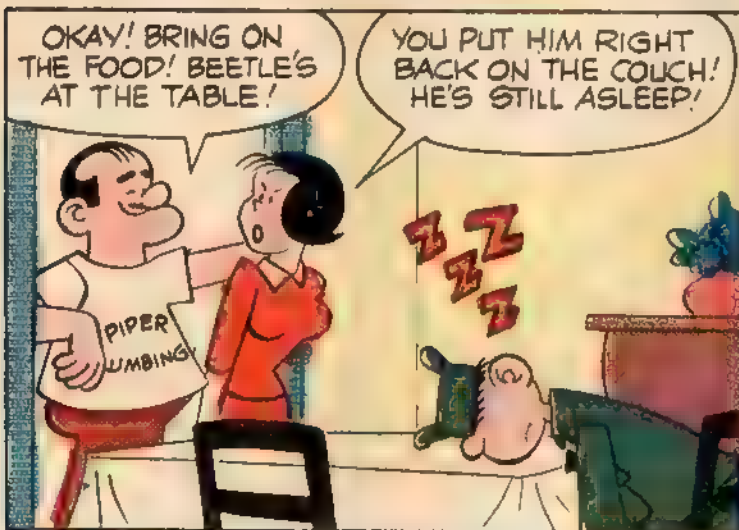
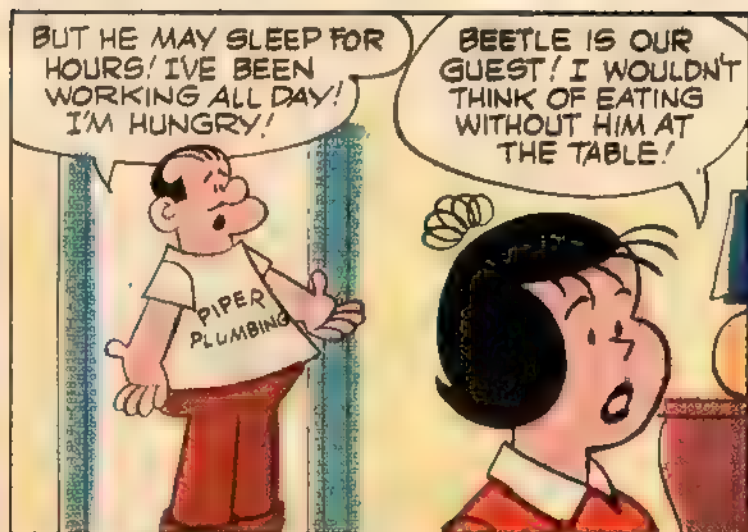
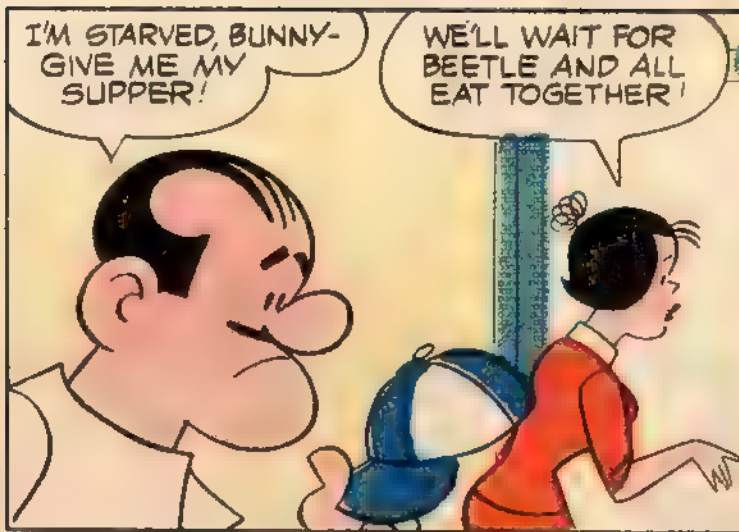
GOOD HEAVENS!
IT'S BEETLE!

BEETLE! SPEAK
TO ME! HOW
DO YOU
FEEL?

ZZ...ZZZ...
I'M BEAT!
ZZZ...ZZ..Z

...SARGE TOOK US ON A 20-
MILE HIKE TODAY...ZZZ
..GO AWAY AND LET
ME SLEEP...





BUY WITH CONFIDENCE... FROM

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NO AGE LIMIT * NO RED TAPE

* SEND NO MONEY *

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- Our Standard of Fairness applies to all purchases.
 - All merchandise shipped air mail or registered within 24 hours after receiving order.
 - You must be completely satisfied or your money refunded
- Ring illustrations enlarged to show detail



ACTION MAN'S CALENDAR WATCH

- 100% Swiss made
- Stainless steel case
- Guaranteed pressure proof to 300 feet
- Shock protected
- Heavy duty waterproof, rot-proof band

\$125

\$16 monthly



MY BELOVED

\$169 three rings.
8 diamonds in engagement set. 5 more in man's ring all in 14K solid gold.

\$16 monthly



AMERICAN BEAUTY

\$99 both rings.
Large diamond in classic 14K solid gold.

\$10 monthly



LARKSPUR

\$119 both rings.
6 diamonds in lavish 14K solid gold.

\$10 monthly



WHITE LILAC

\$139 three rings.
Fiery diamond set in classic 14K solid gold.

\$16 monthly



LOTUS BLOSSOM

\$139 both rings.
8 fiery diamonds in 14K solid gold. Magnificent.

\$16 monthly



DAHLIA

\$219 three rings.
9 diamonds set in lavish 14K solid gold.

\$20 monthly



ROYAL PAIR

\$89 both rings.
Very wide wedding bands crafted in 14K solid gold.

\$10 monthly



GARDENIA

\$199 both rings.
9 diamonds set in solid 14K gold swirl.

\$20 monthly

MAIL TODAY

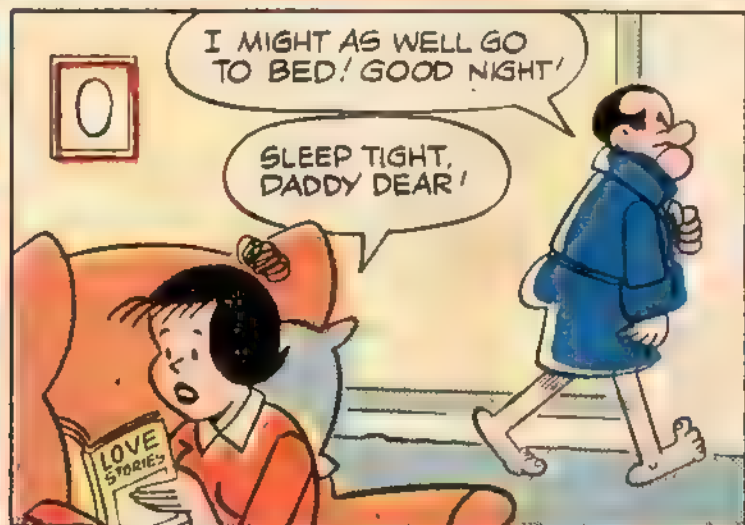
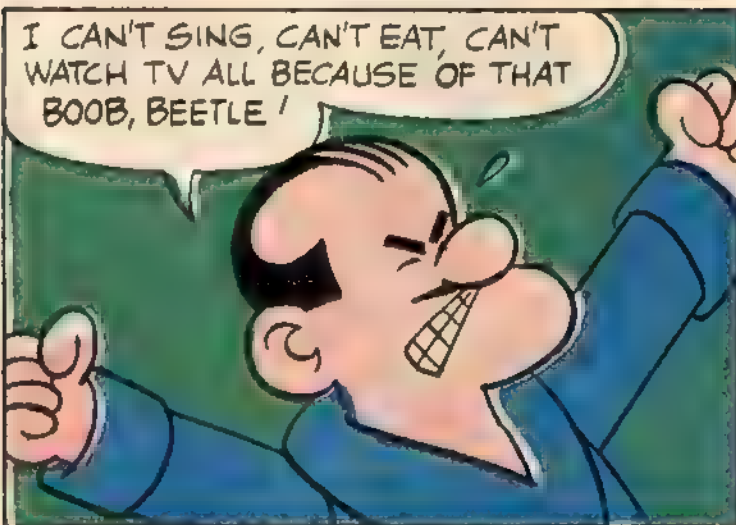
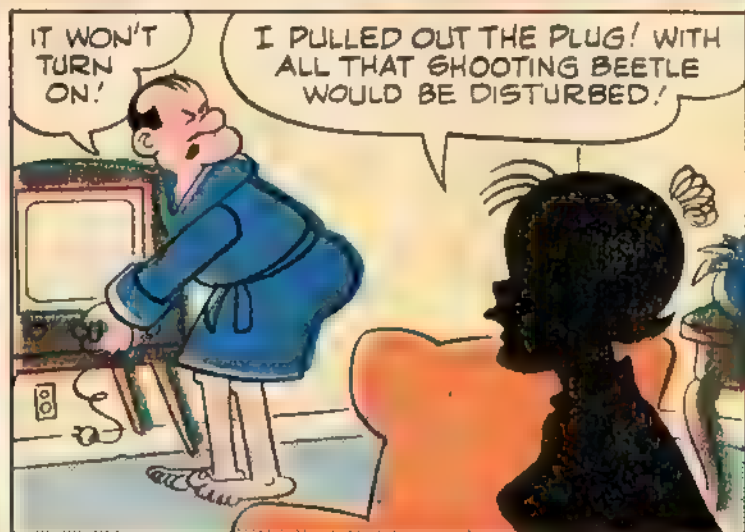
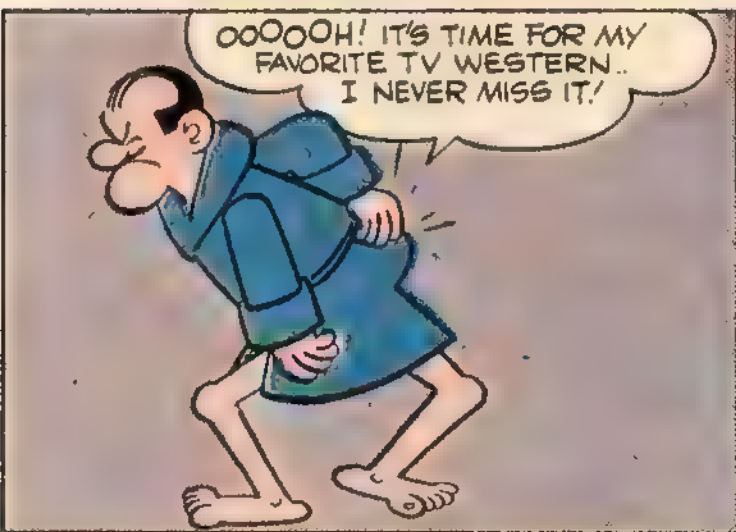
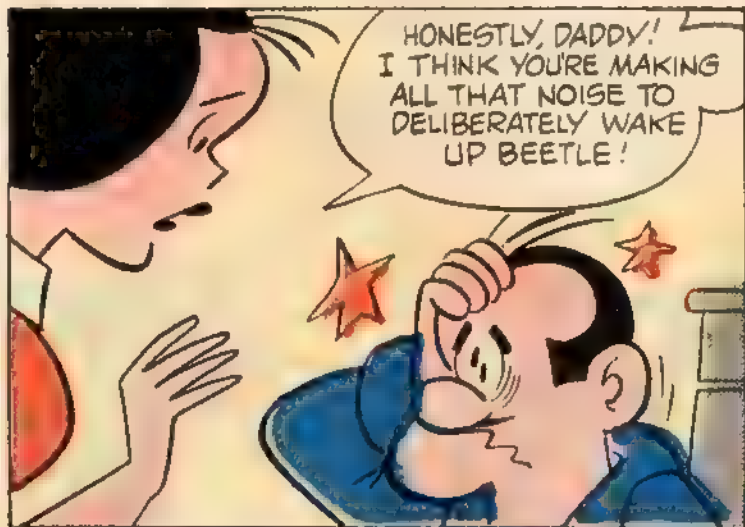
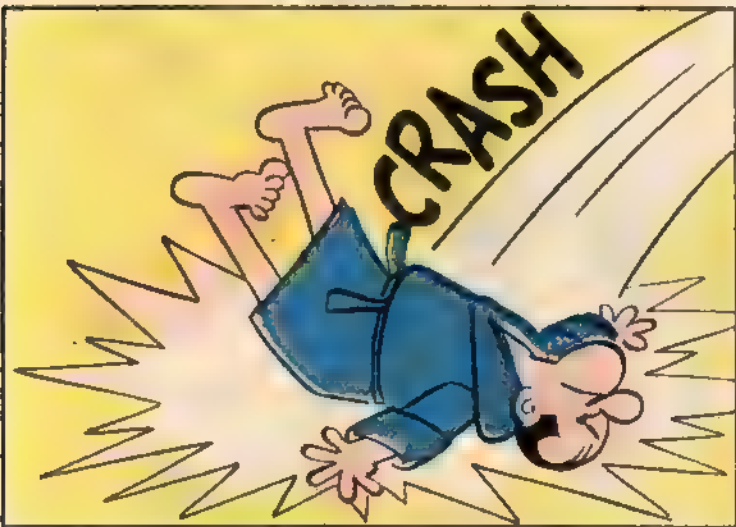
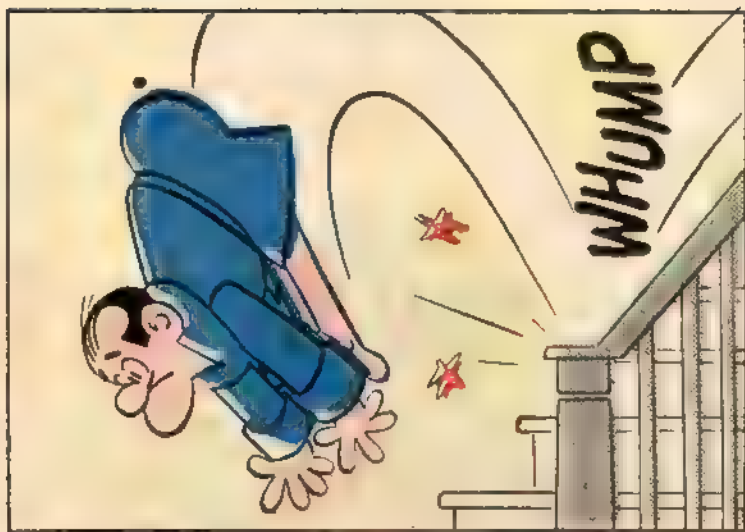
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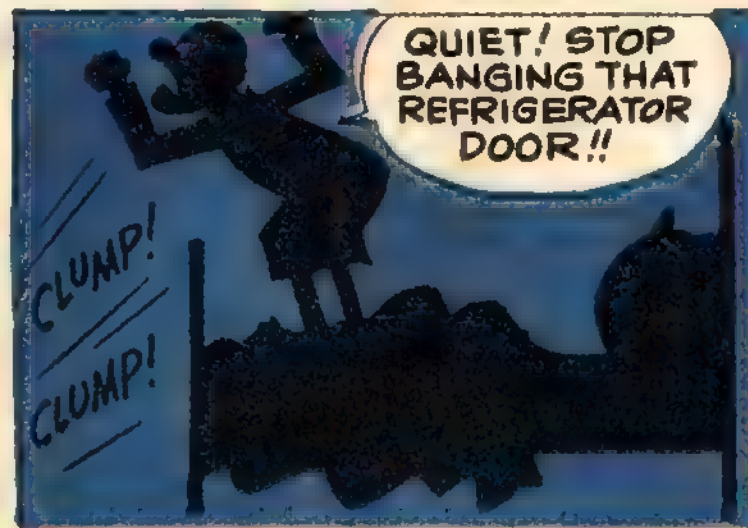
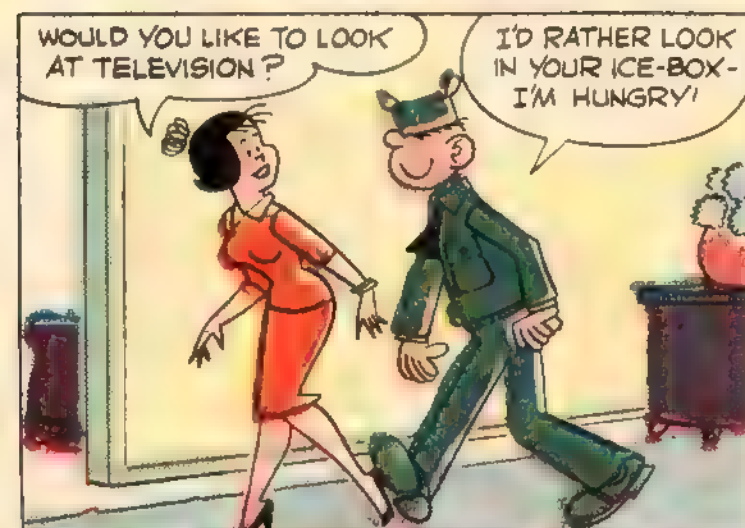
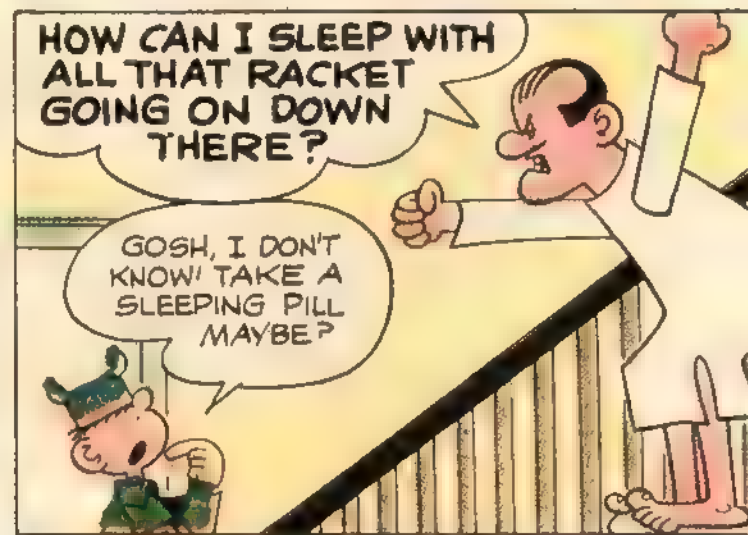
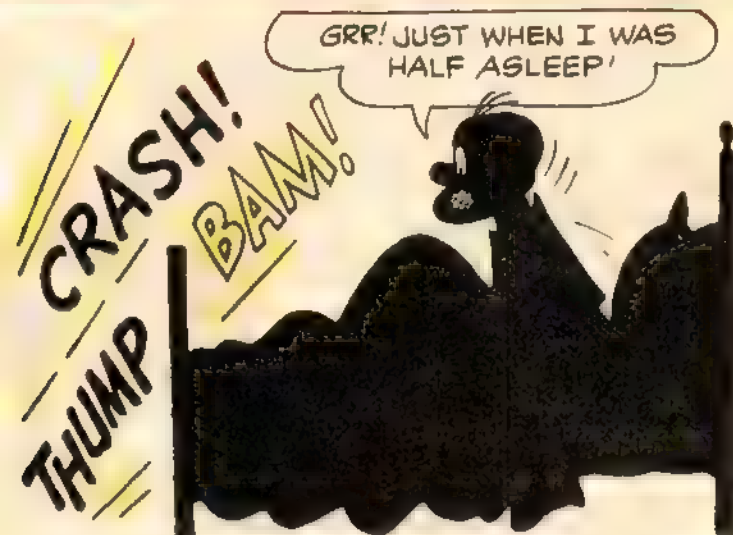
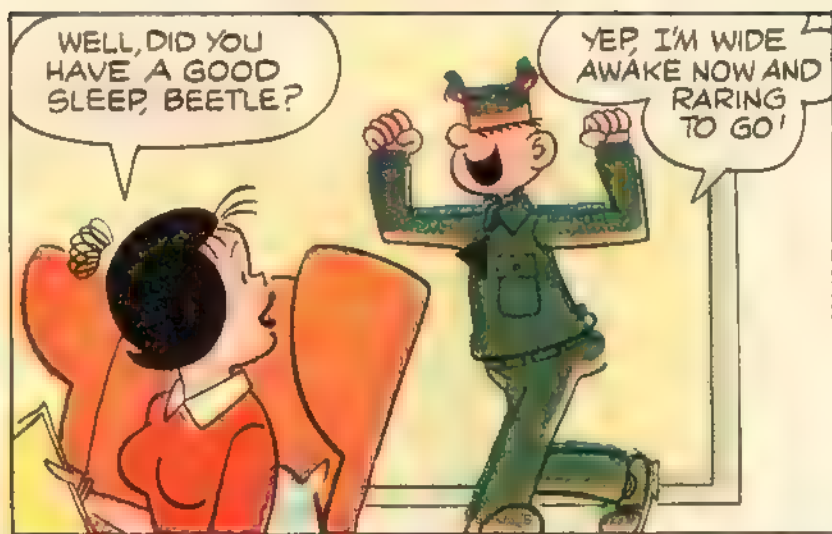
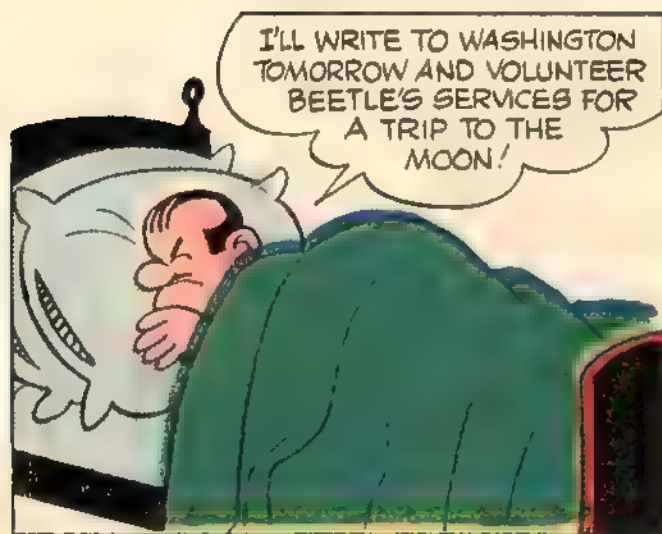
Send Item _____ Ring Size _____ **C-22**
Name _____ Rank _____
Military Address _____
APO or City _____ Zip _____
Serial No. _____ Discharge Date _____
Home Address _____
City _____ State _____ Zip _____
Sweetheart or Wife's Name _____
Her Address _____
City _____ State _____ Zip _____

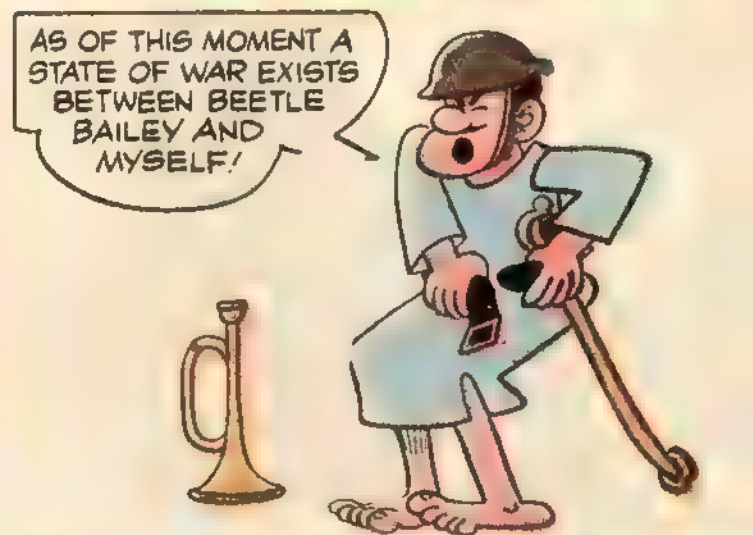
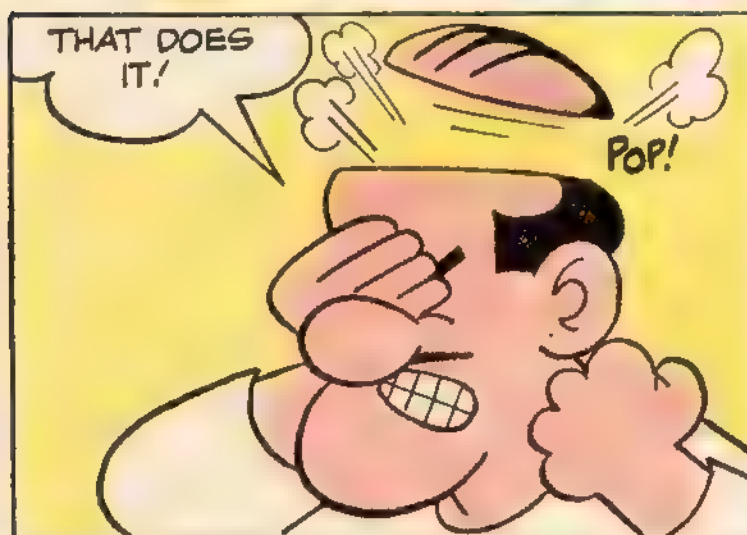
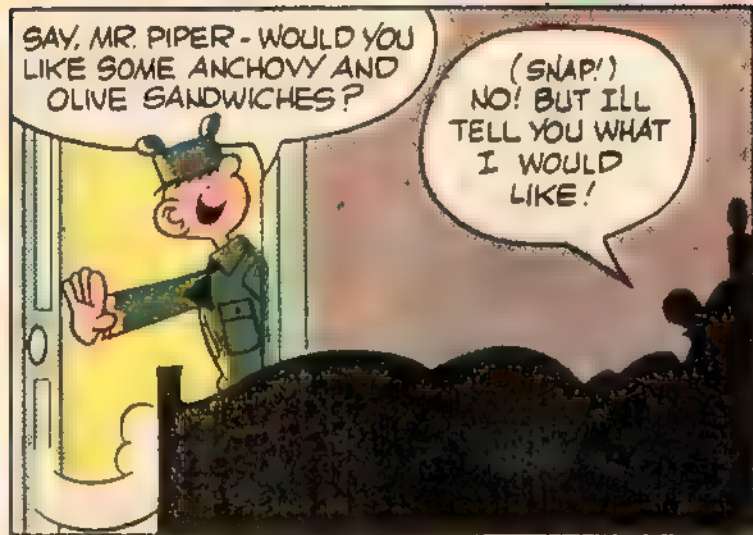


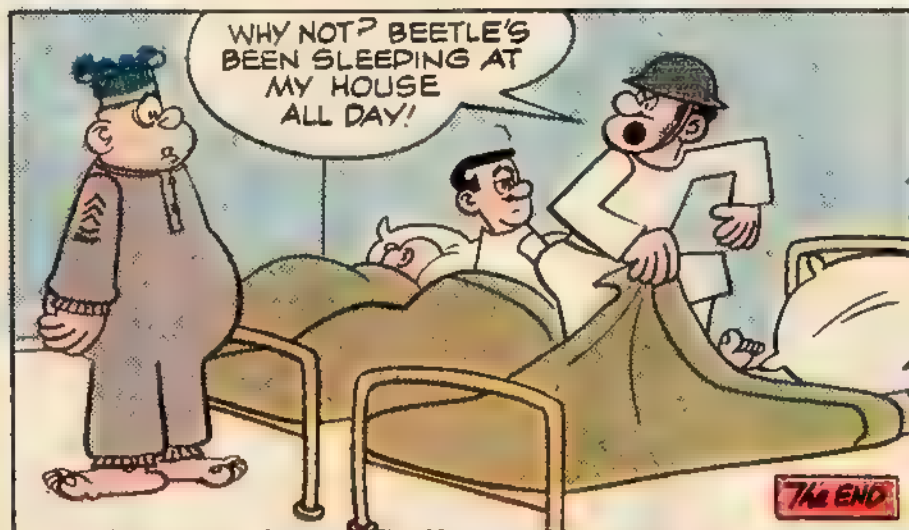
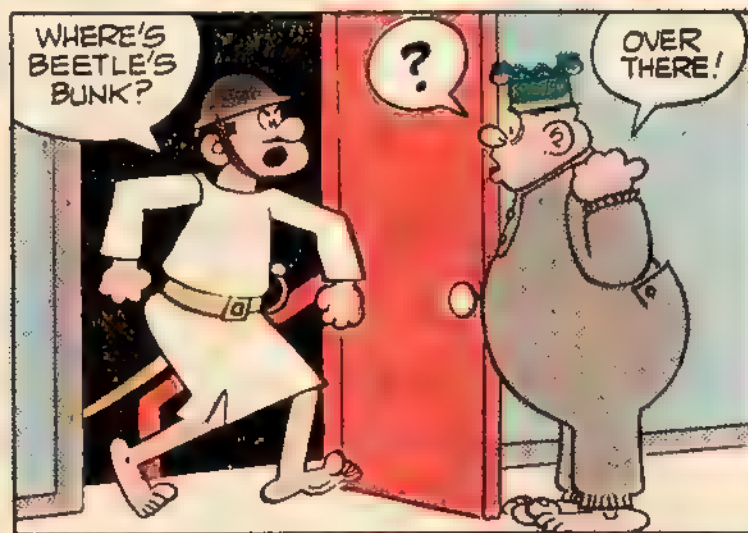
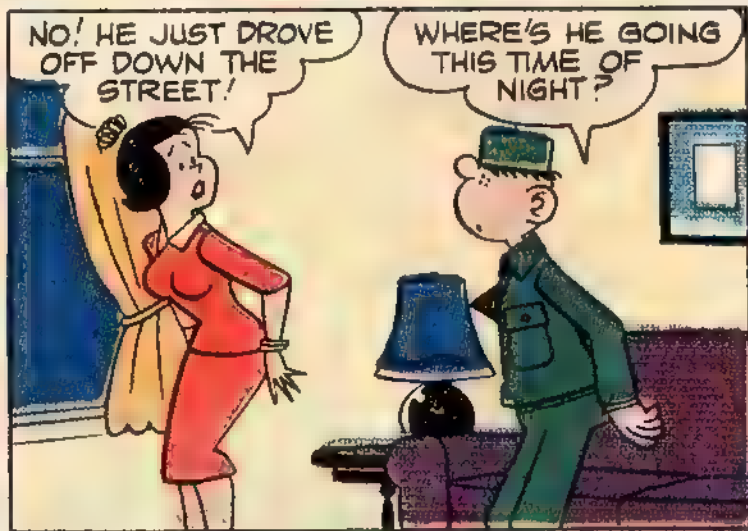
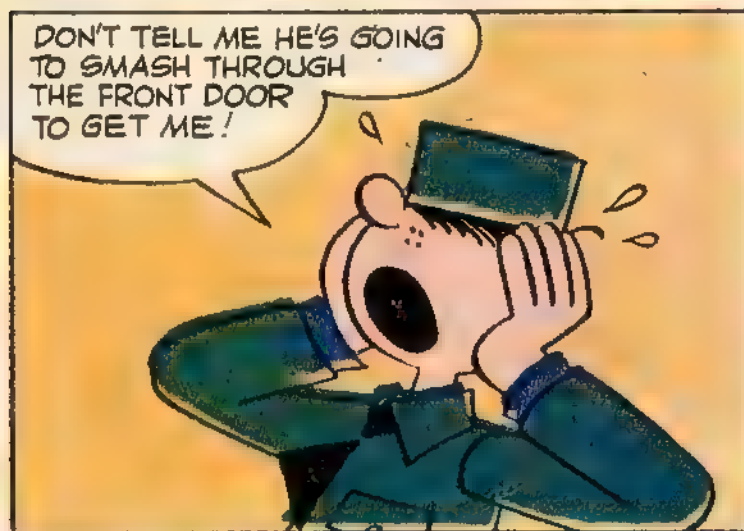
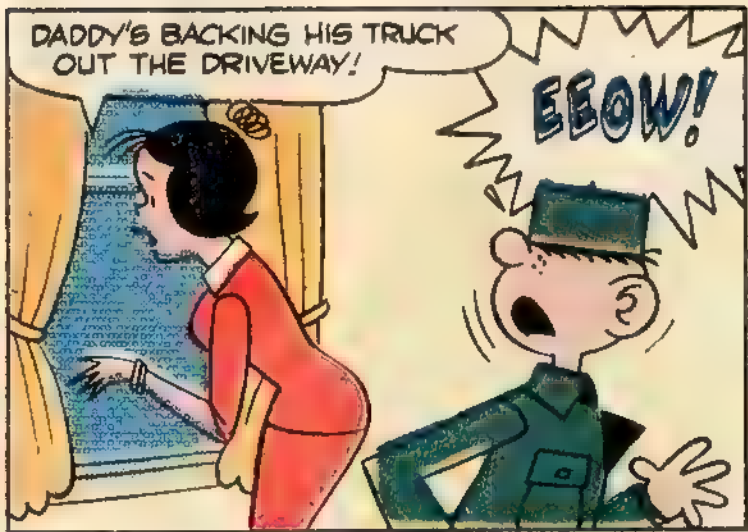
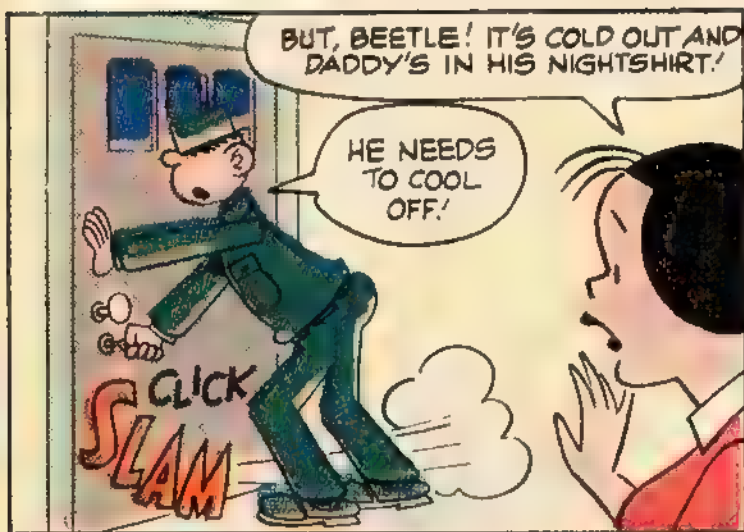
Clip out—wrap finger—mark line at arrow point—mail with coupon

National Diamond Sales • 437 • 12th St. • Oakland, Calif. 94607









BEETLE BAILEY WHEEL OF MISFORTUNE

COSMO, I'VE BEEN LOOKING
ALL OVER FOR YOU!

I WANT YOU
TO PLAY A LITTLE
GAME WITH
ME!

SURE, SARGE - WHAT'LL
IT BE? DICE, POKER,
OR BLACKJACK?

OH, NONE OF THOSE!

BEETLE BAILEY PLAY BACK

POOR
SARGE!

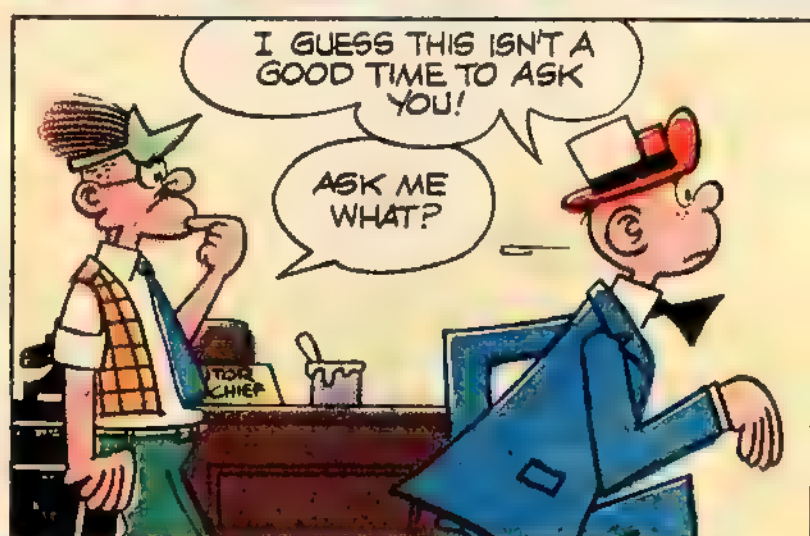
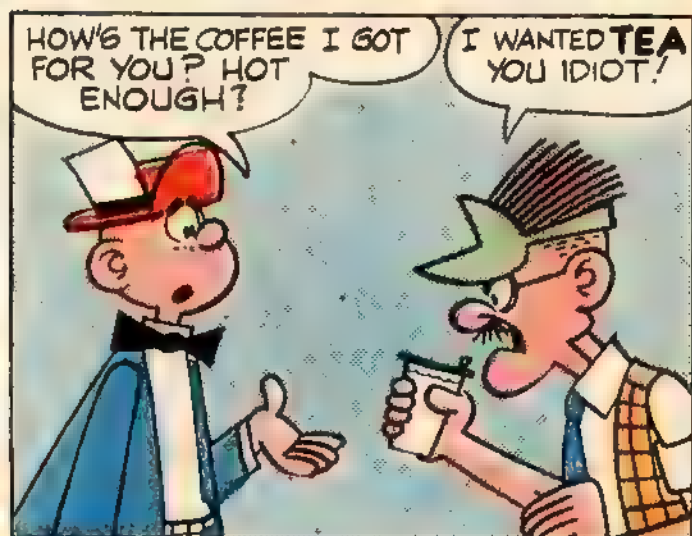
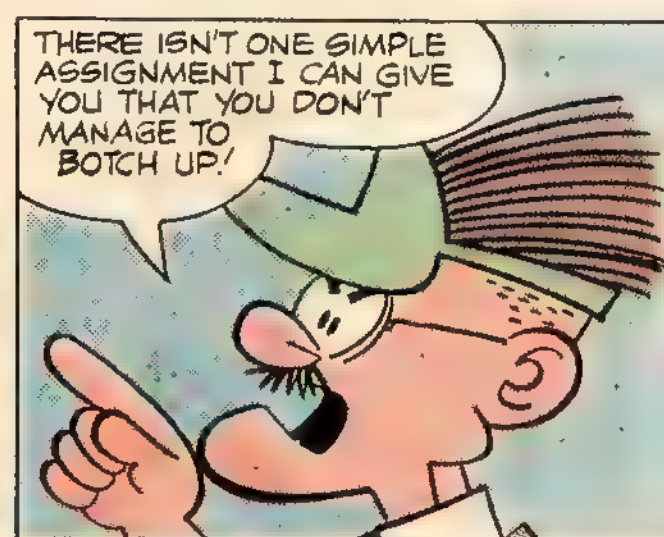
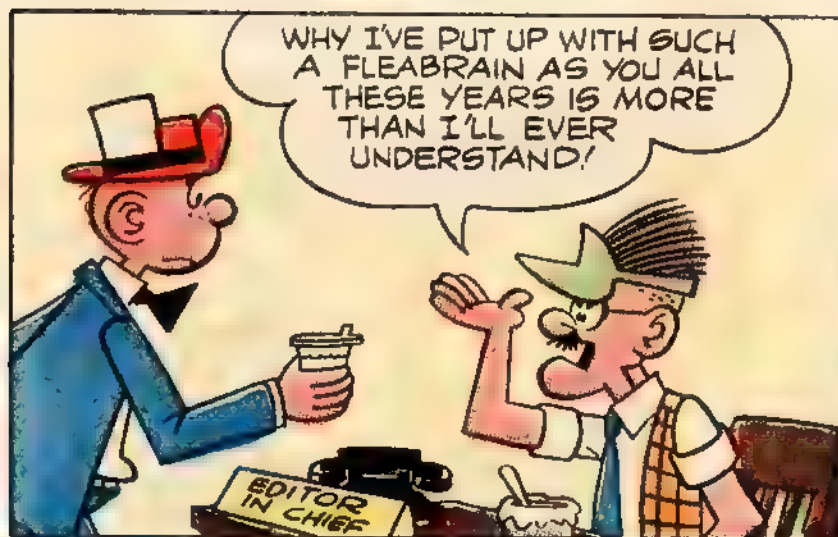
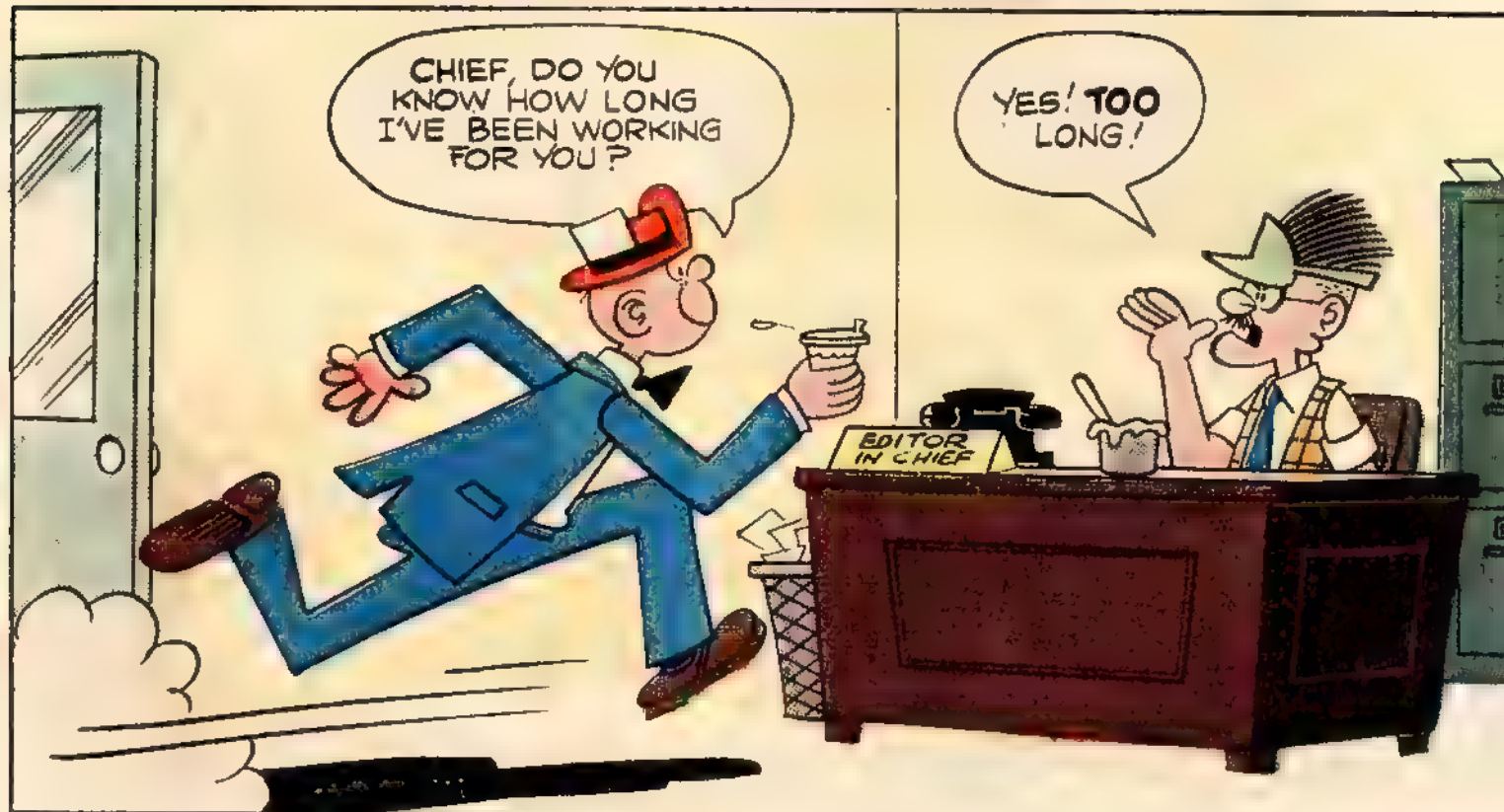
WHY? WHAT HAPPENED
TO HIM?

HE JUST HEARD WHAT HIS
OWN VOICE SOUNDS
LIKE!

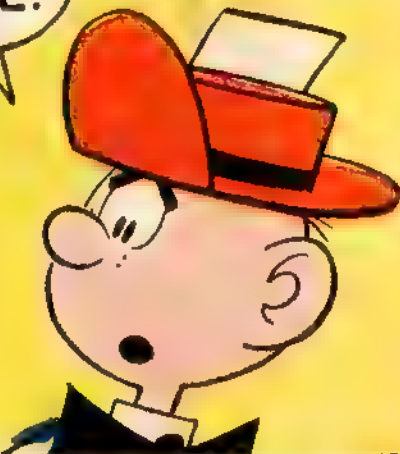
ECHO
RIDGE

VINNY the VET

TIME BOMB

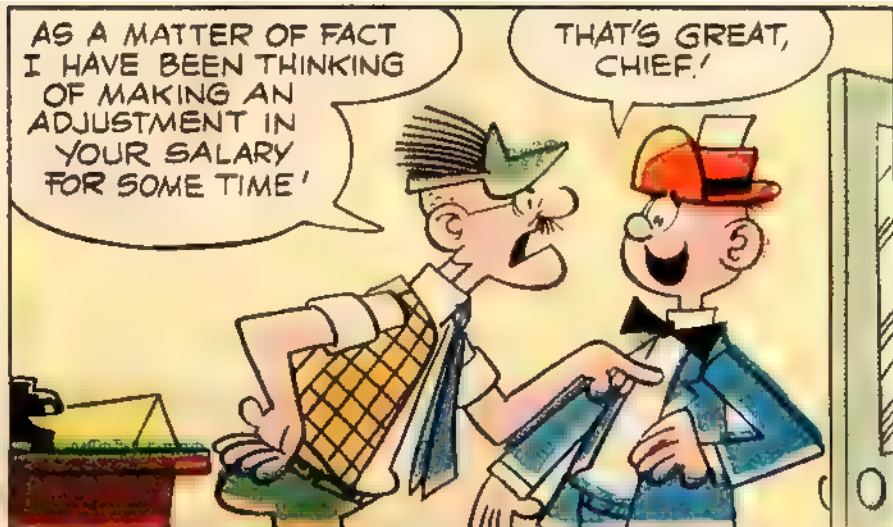


FOR A
RAISE!



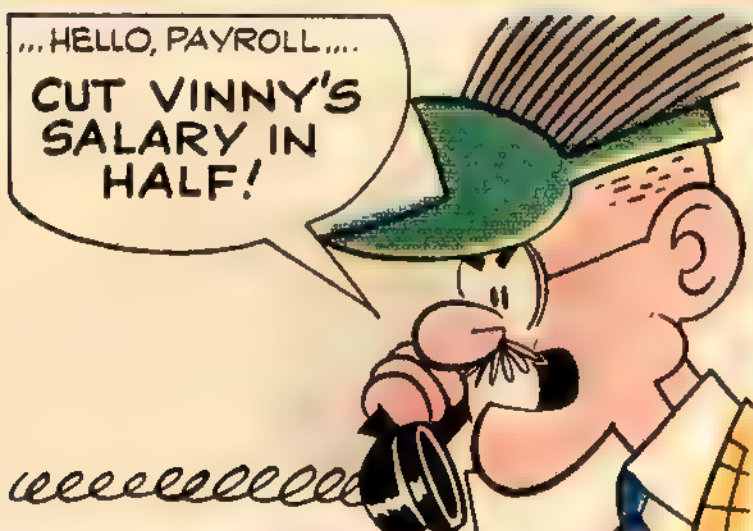
AS A MATTER OF FACT
I HAVE BEEN THINKING
OF MAKING AN
ADJUSTMENT IN
YOUR SALARY
FOR SOME TIME!

THAT'S GREAT,
CHIEF!



...HELLO, PAYROLL...

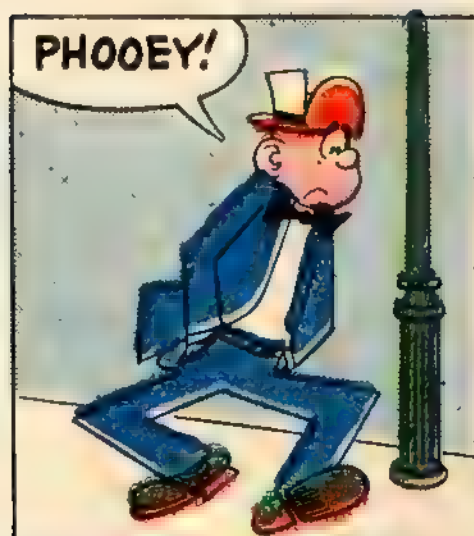
CUT VINNY'S
SALARY IN
HALF!



THANKS FOR REMINDING ME!
NOW SCRAM - I'VE GOT
WORK TO DO!



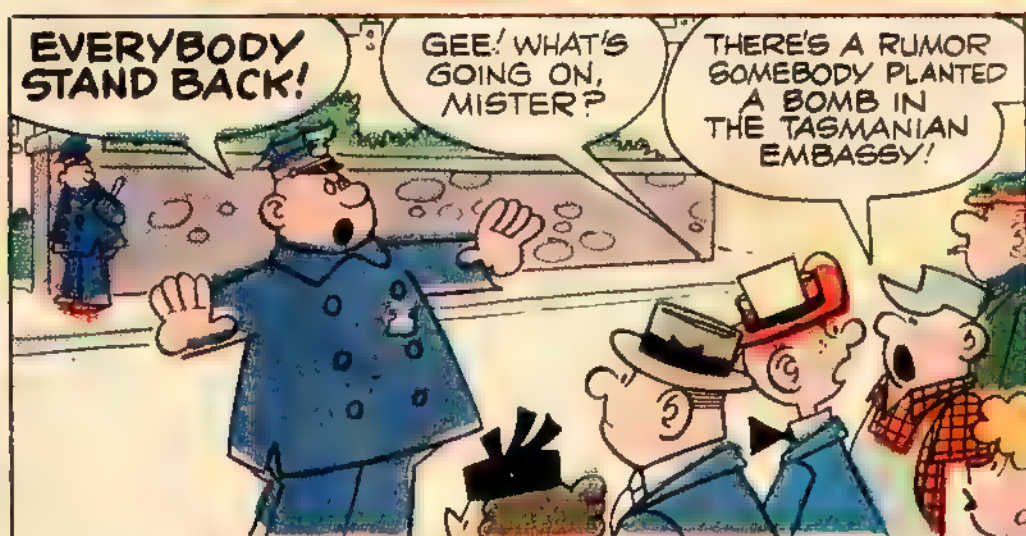
PHOOEY!



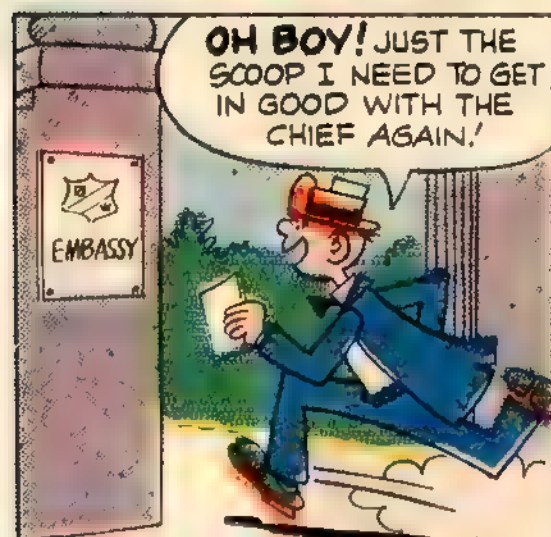
EVERYBODY
STAND BACK!

GEE! WHAT'S
GOING ON,
MISTER?

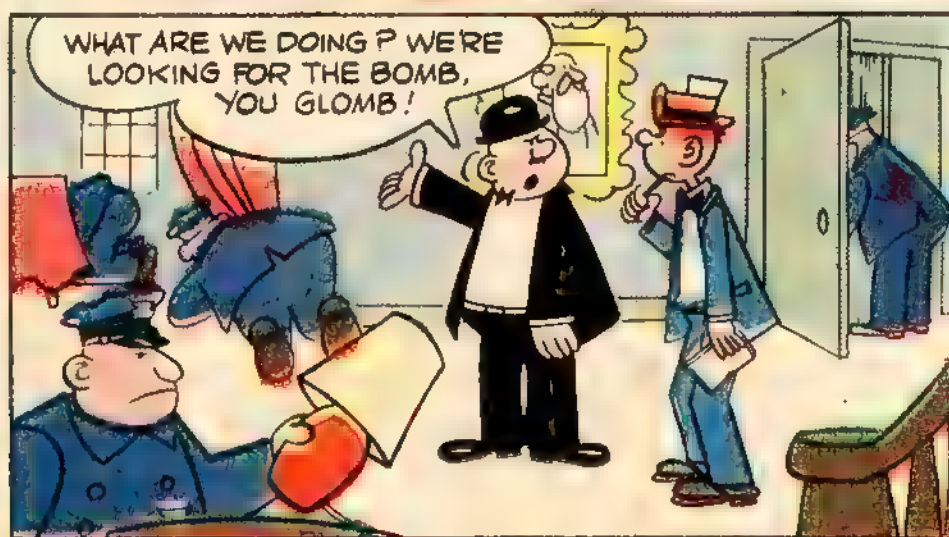
THERE'S A RUMOR
SOMEBODY PLANTED
A BOMB IN
THE TASMANIAN
EMBASSY!

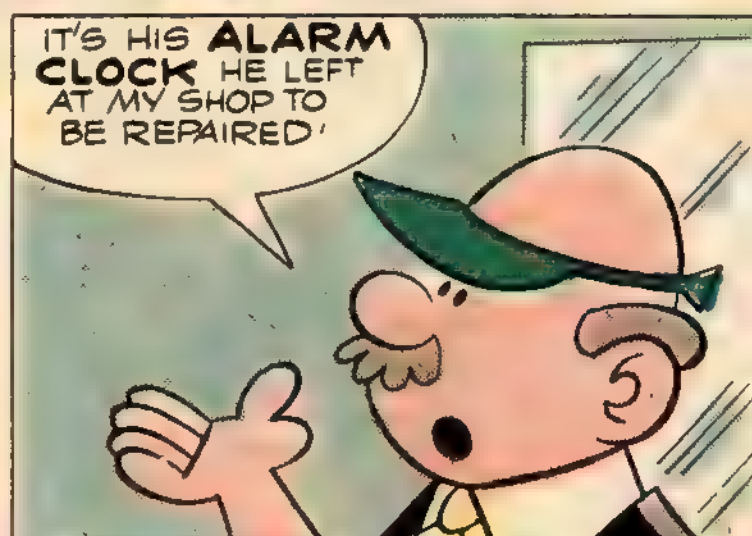
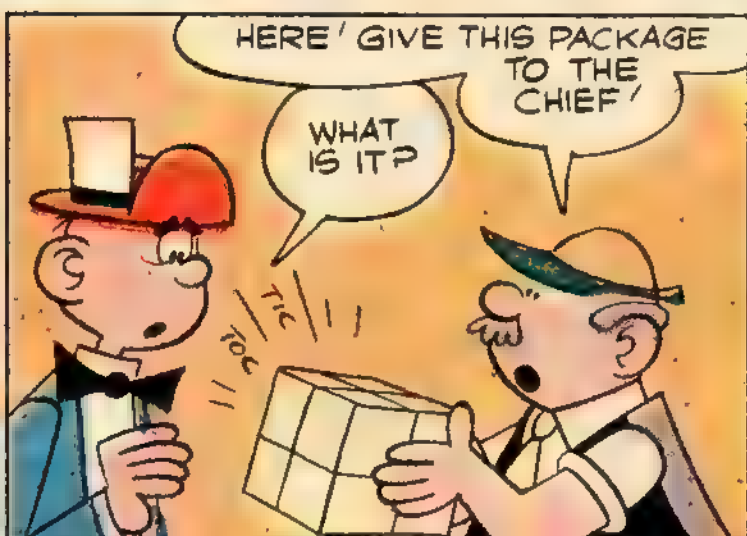
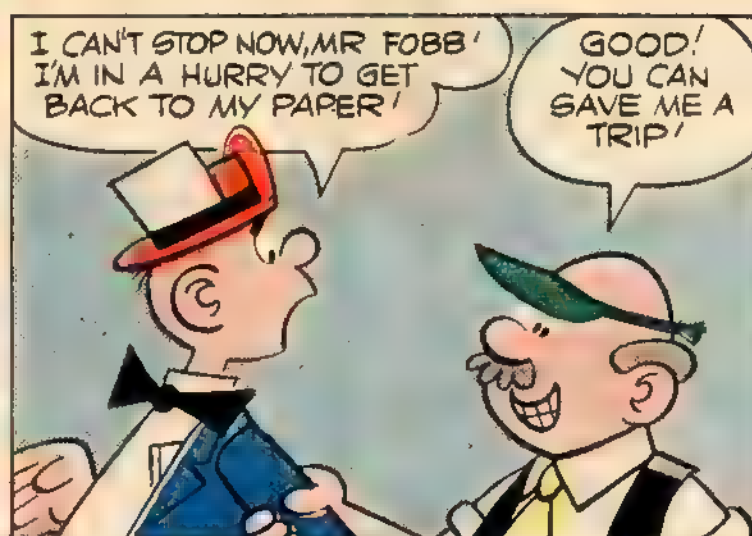
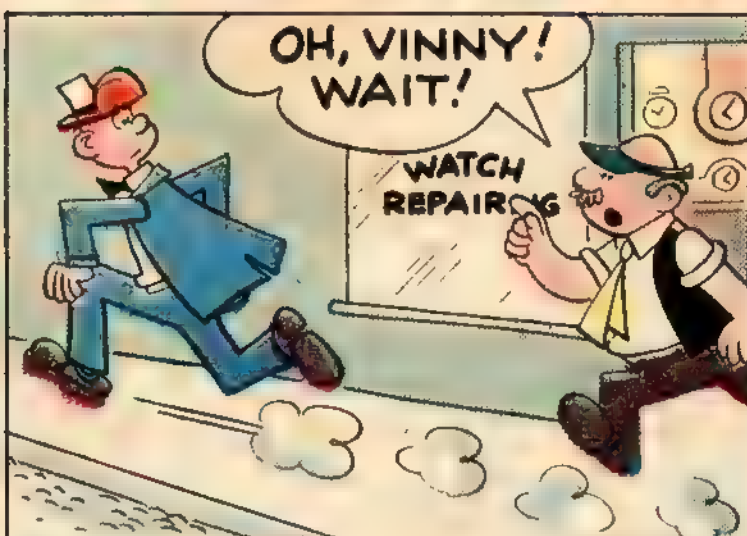
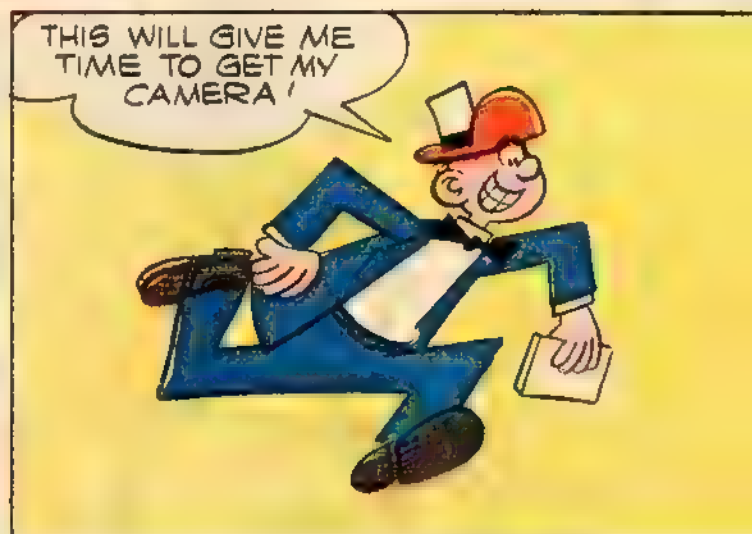
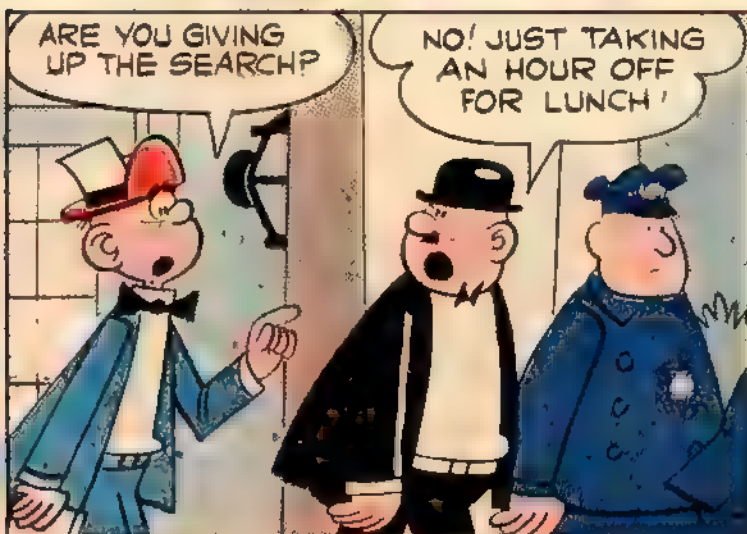
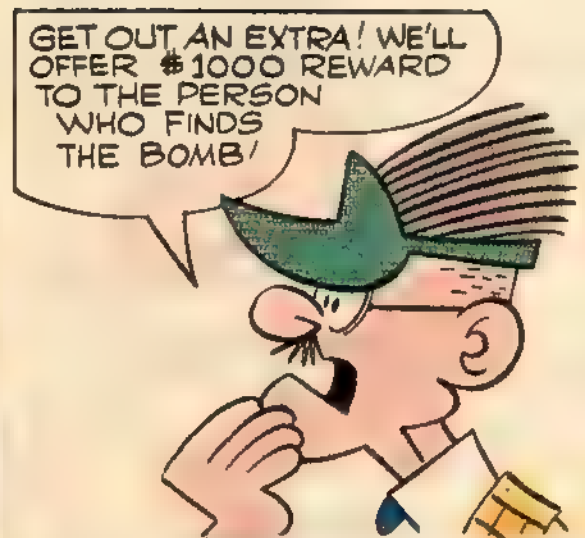


OH BOY! JUST THE
SCOOP I NEED TO GET
IN GOOD WITH THE
CHIEF AGAIN!



WHAT ARE WE DOING? WE'RE
LOOKING FOR THE BOMB,
YOU GLOMB!





The CAREER MAN...

**HERE ARE JUST A FEW
OF THE ADVANTAGES
YOU ENJOY IN A
MILITARY CAREER**



TRAVEL . . .

You'll serve your country in a variety of interesting assignments the world over.

EDUCATION . . .

Intensive training by skilled experts in all sorts of space-age skills.

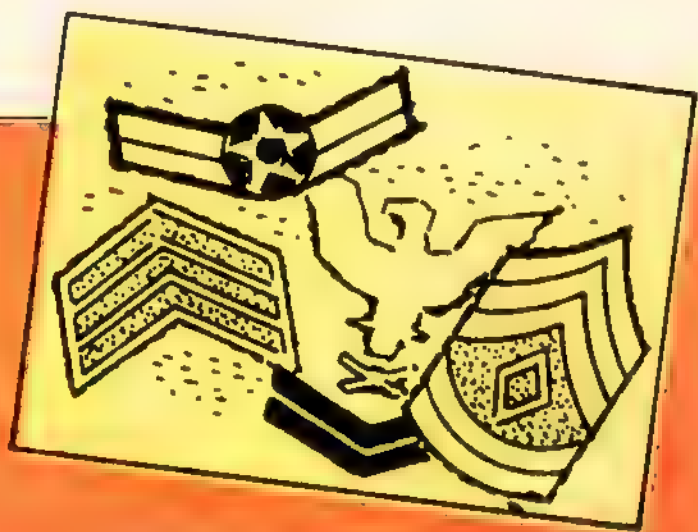


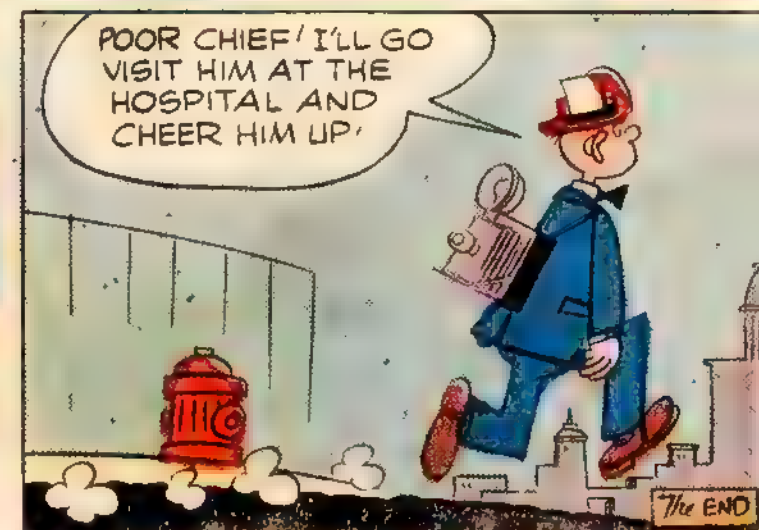
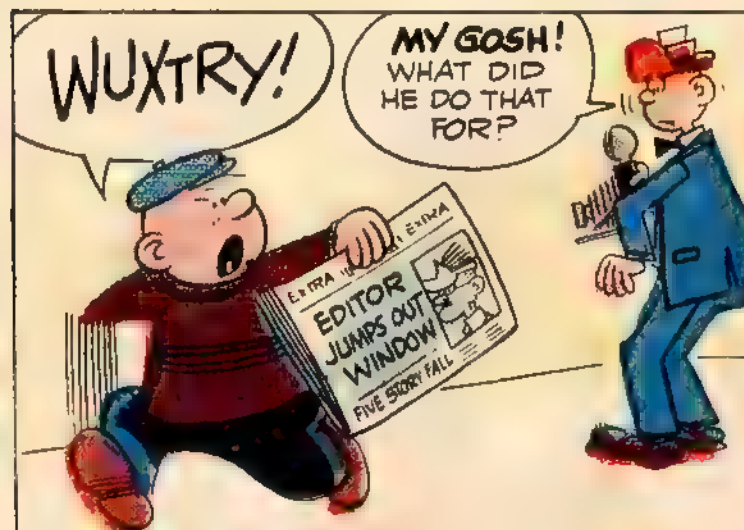
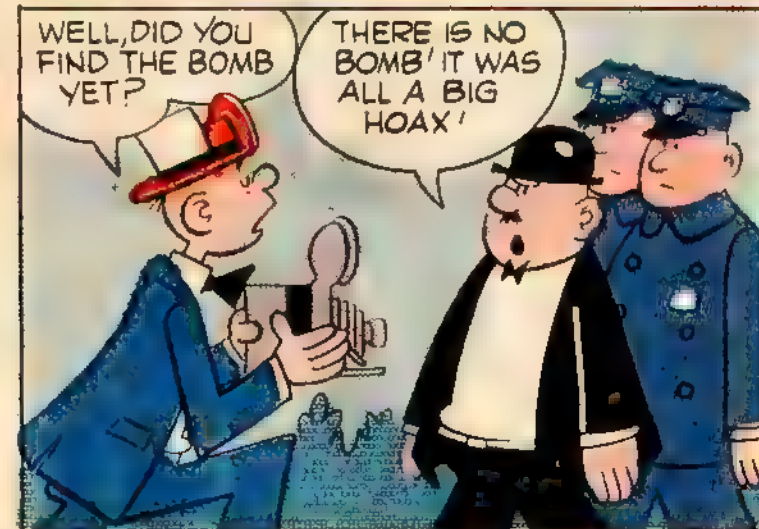
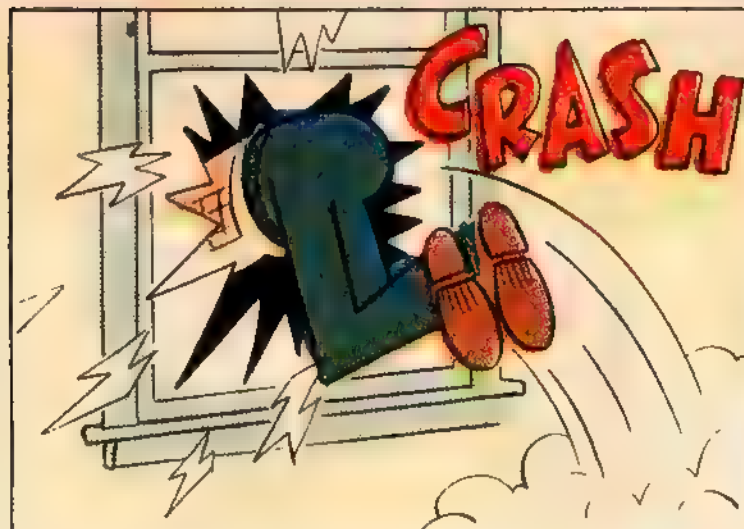
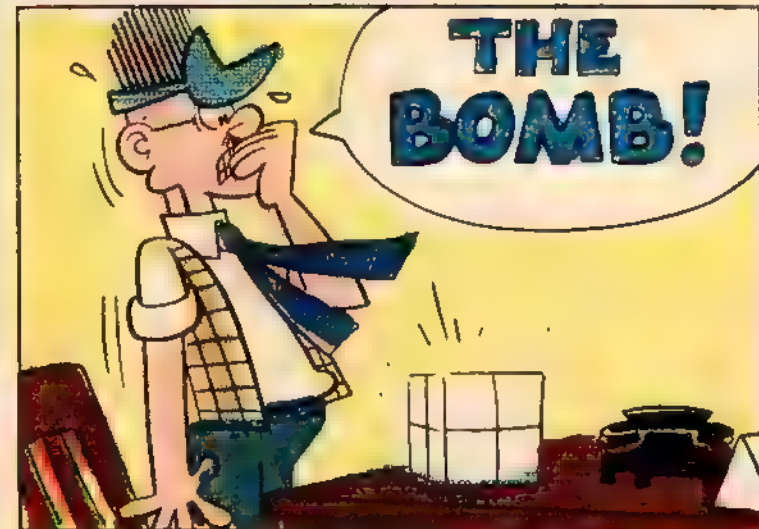
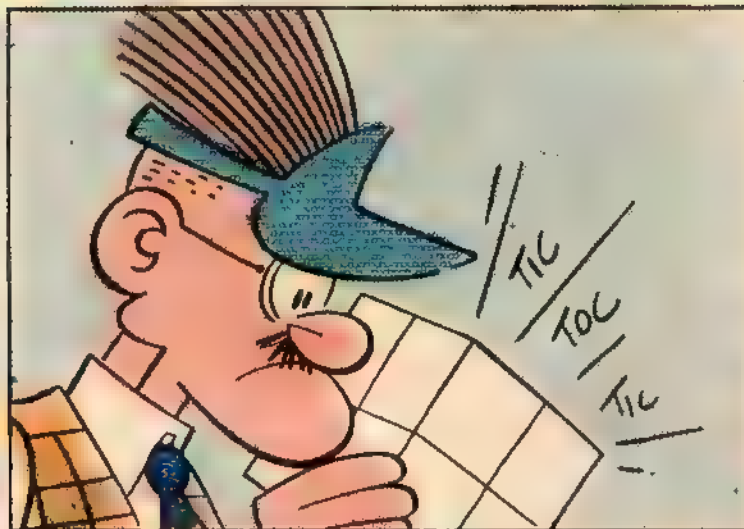
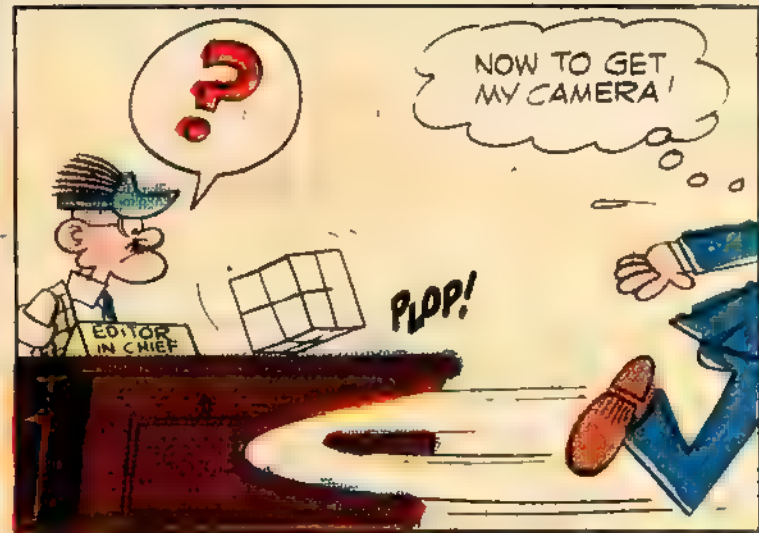
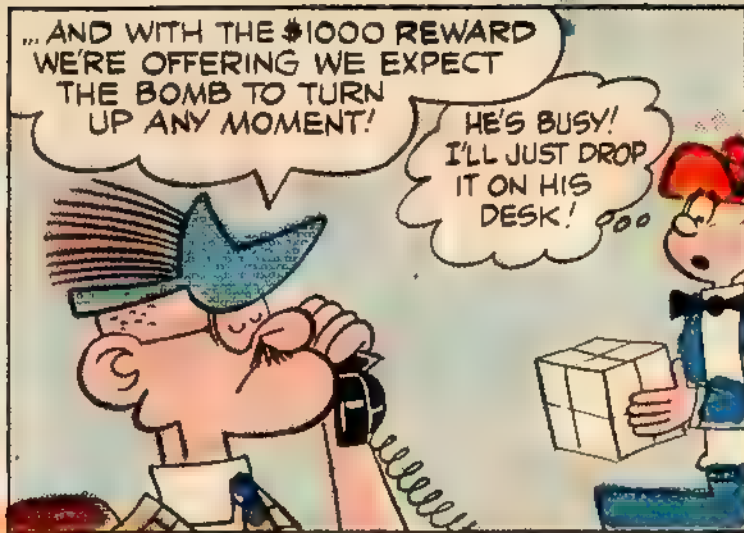
SECURITY . . .

For yourself and your family — medical and dental care — commissary privileges — no strikes or layoffs.

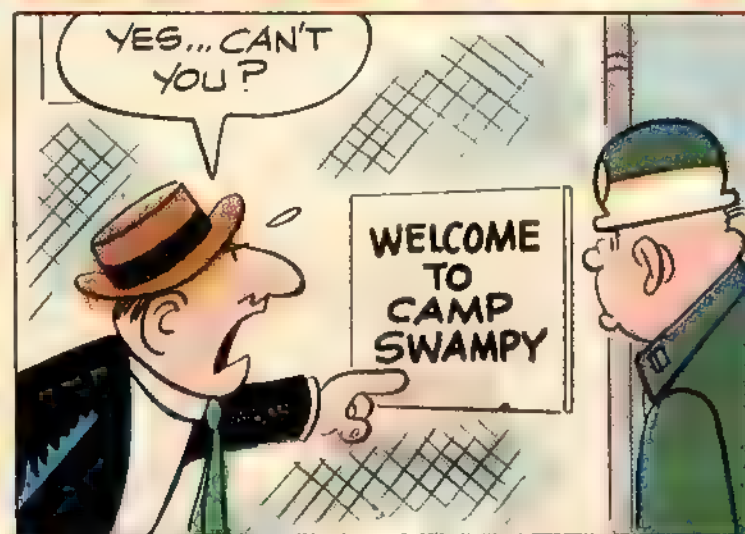
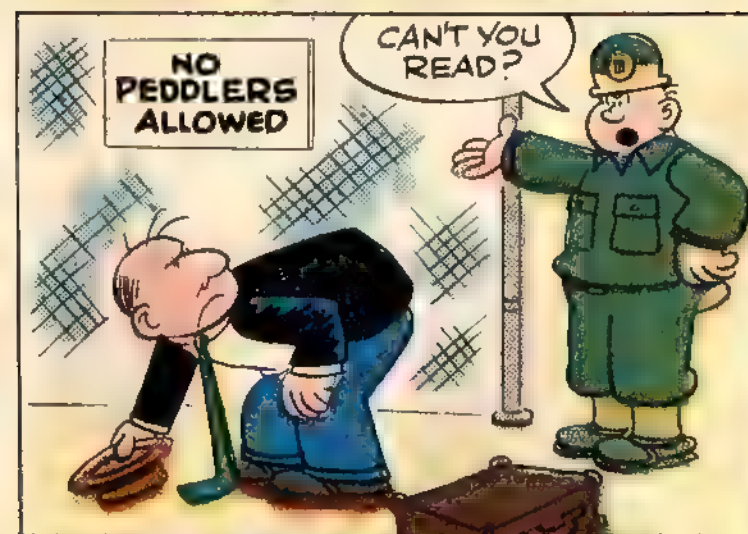
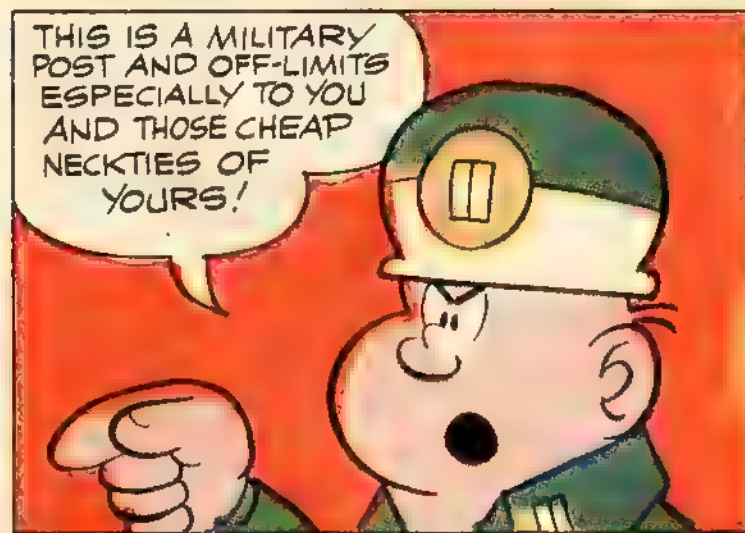
PROMOTIONS . . .

Steady advancements in rank as well as increased pay are yours as you increase your knowledge.





SALESMANSHIP



SNORKEL!

YES, CAPTAIN!

WATCH THIS GUY! HE'S GUS GOOTCH, A TWO-BIT NECKTIE SALESMAN!

THAT'S A LIE!
MY NECKTIES
COST 59¢!

I'M HOLDING YOU RESPONSIBLE FOR
KEEPING THAT SHRIMP OUT OF
HERE!

YES,
SIR!

I'M WARNING YOU, SNORKEL!
IF THAT SHRIMP GETS IN HERE
AGAIN, I'LL BUST YOU DOWN TO
PRIVATE SO FAST YOU
WON'T KNOW WHAT HIT
YOU!

ULP!

SHOO!
SHOO!

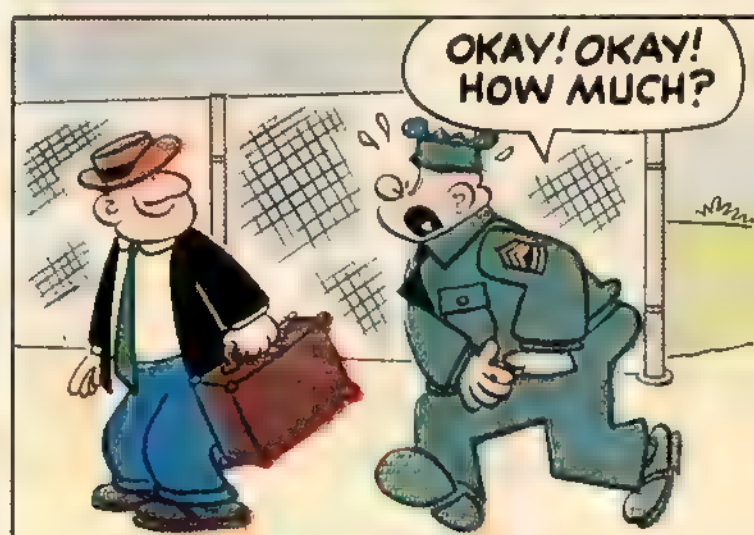
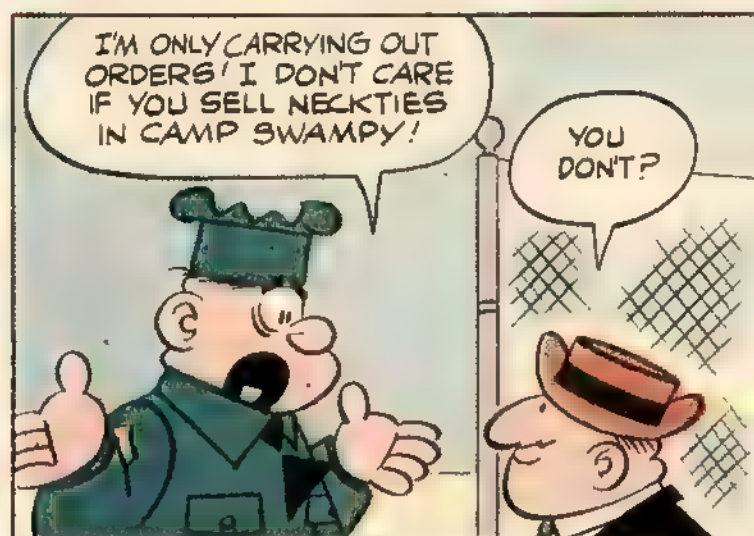
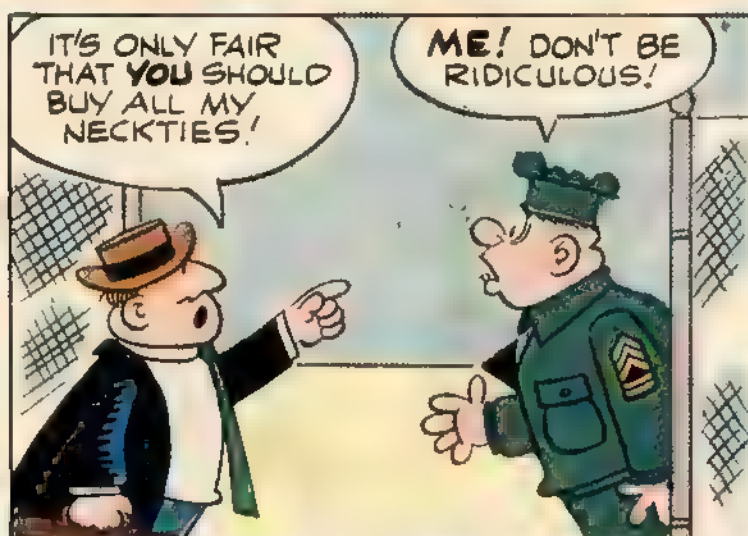
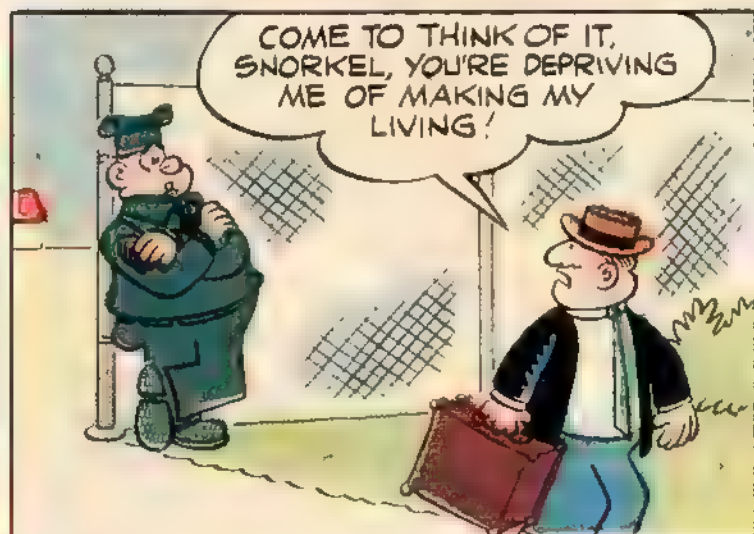
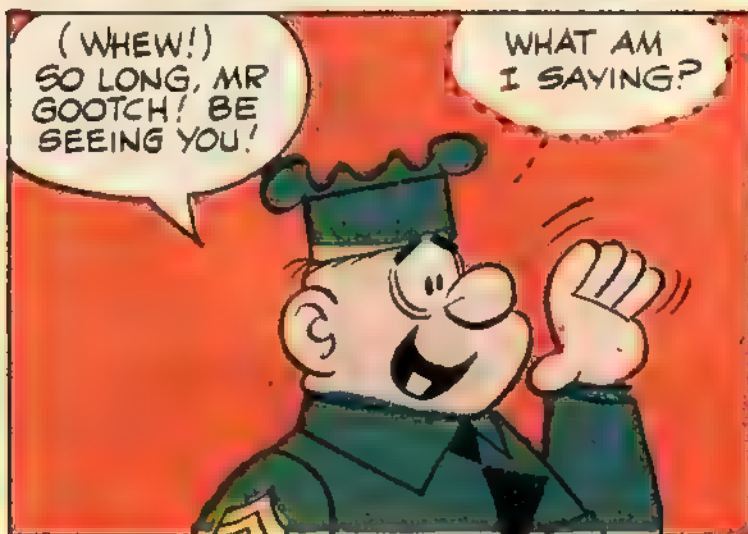
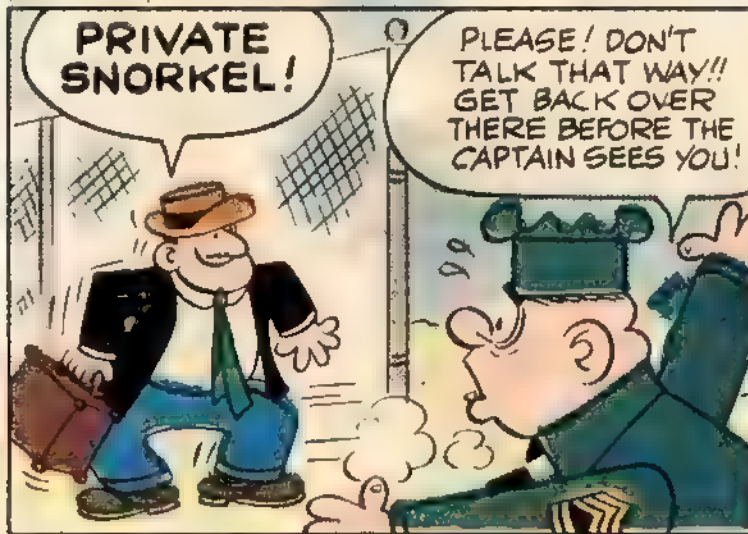
RUN ALONG
HOME
NOW!

THAT'S A
NICE LITTLE
MAN!

HA! HA! HA!

THERE'S FEAR IN YOUR
EYES, SERGEANT... YOU'RE
WORRIED ABOUT ME,
AREN'T YOU?

WHAT CHANCE HAS A BIG SLOW MAN
AGAINST A LITTLE FAST MAN? HA!
I COULD EASILY SLIP PAST YOU
IF I WANTED TO....



WELL, LET'S SEE... 200
NECKTIES AT 59¢ EACH
COMES TO \$118.00!

YIPE!

BUT FOR YOU I'LL MAKE
THE PRICE AN EVEN
\$100 AND THROW
IN THE SUITCASE!

I'VE GOT A
SUITCASE!

DON'T QUIBBLE
OR THE
PRICE WILL
GO UP!

(ULP!) BUT I HAVEN'T
THAT MUCH WITH ME!
I'LL HAVE TO GET
THE MONEY FOR YOU!

VERY WELL! BUT BE
QUICK ABOUT IT! I'LL
GIVE YOU 15 MINUTES
OR I'LL START SELLING
MY NECKTIES OUTSIDE
THE CAPTAIN'S OFFICE!

NO

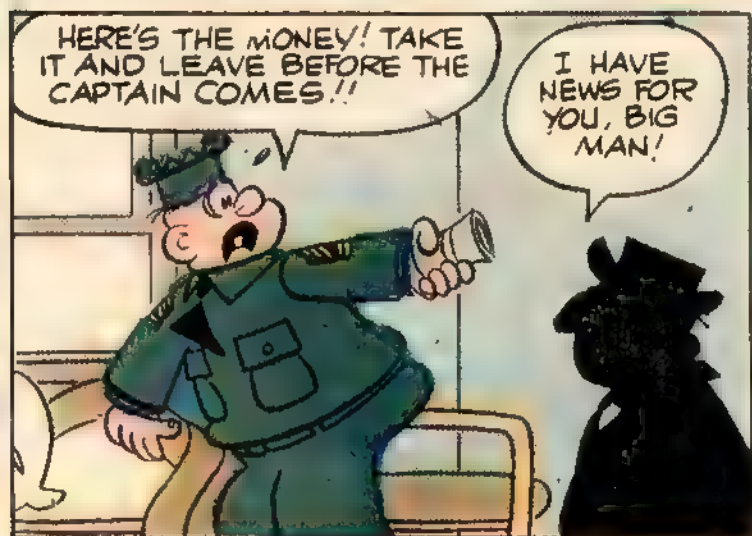
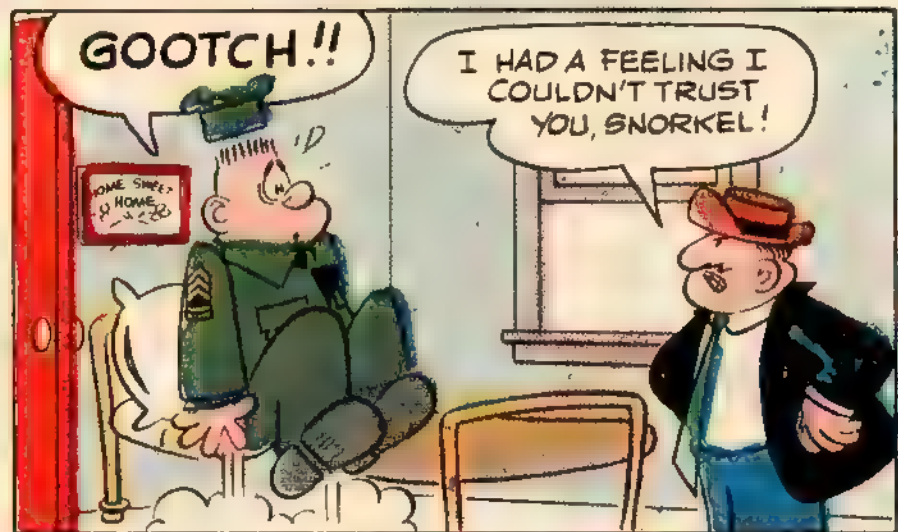
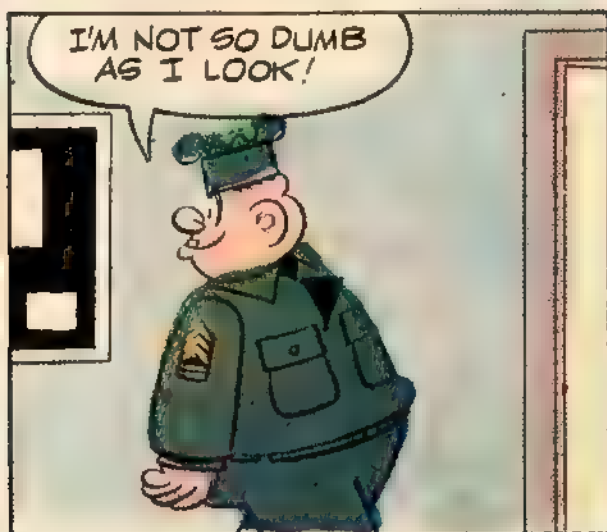
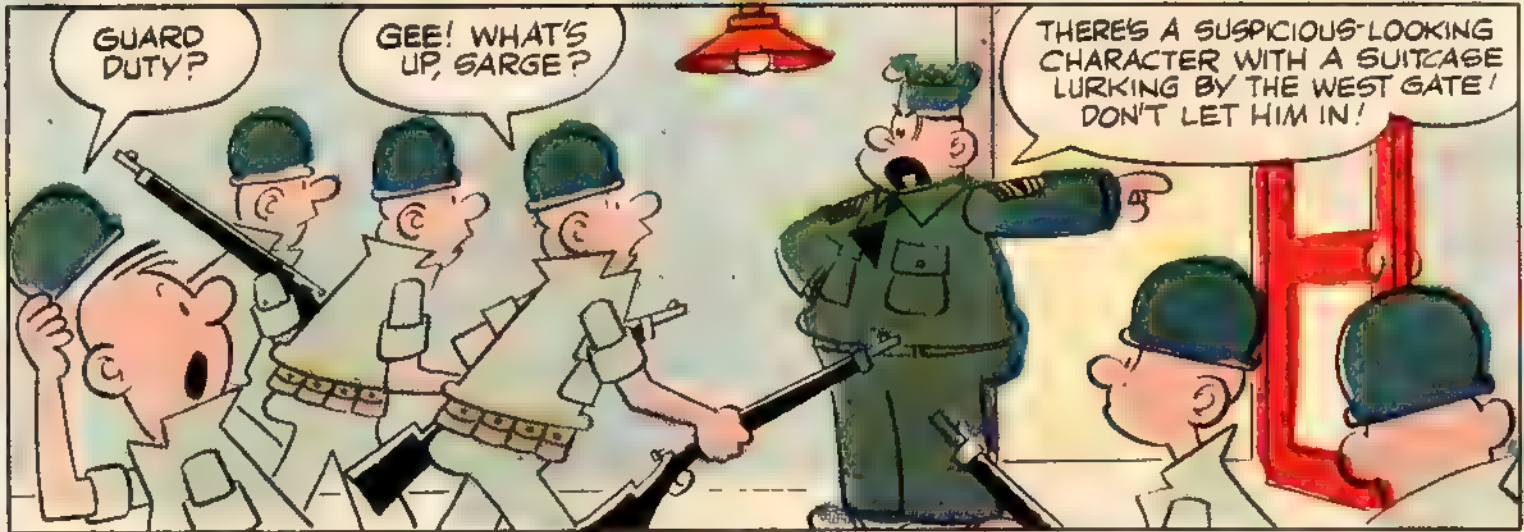
NO

I'LL GET THE MONEY!
IT'S UNDER MY
MATTRESS!

**HA! HA!
HA!**

TRY TO BLACKMAIL ME,
WILL HE! I'LL FIX THAT
LITTLE WEASEL!

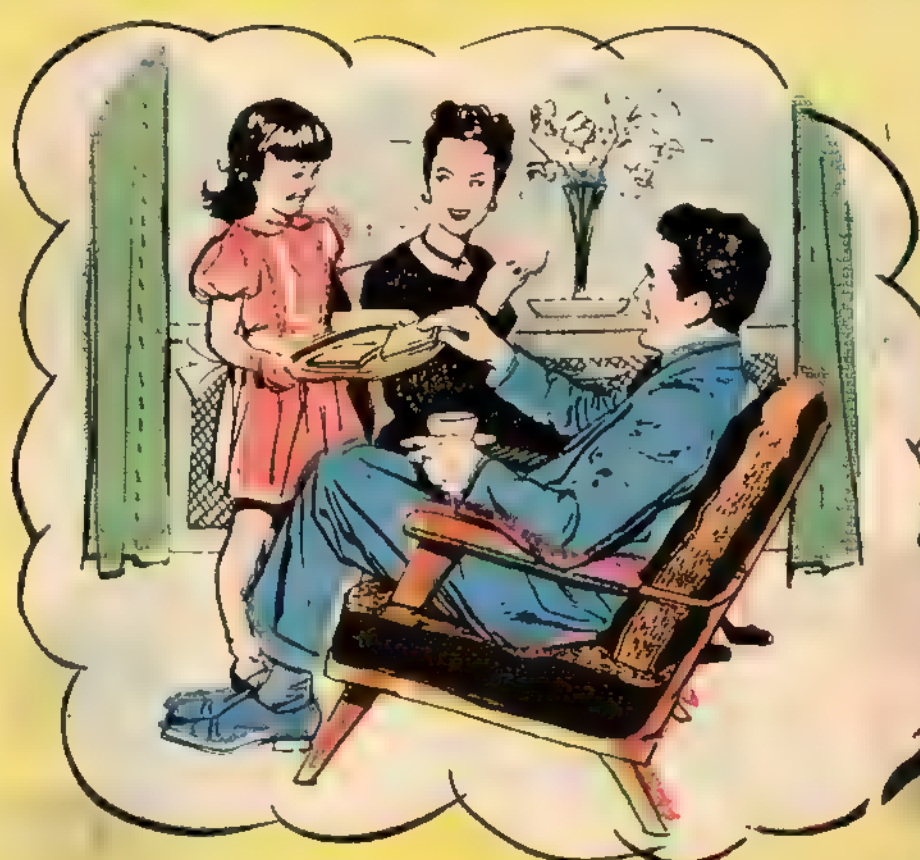
**REPORT FOR
GUARD DUTY
ON THE
DOUBLE!**



VISIT A **USO**



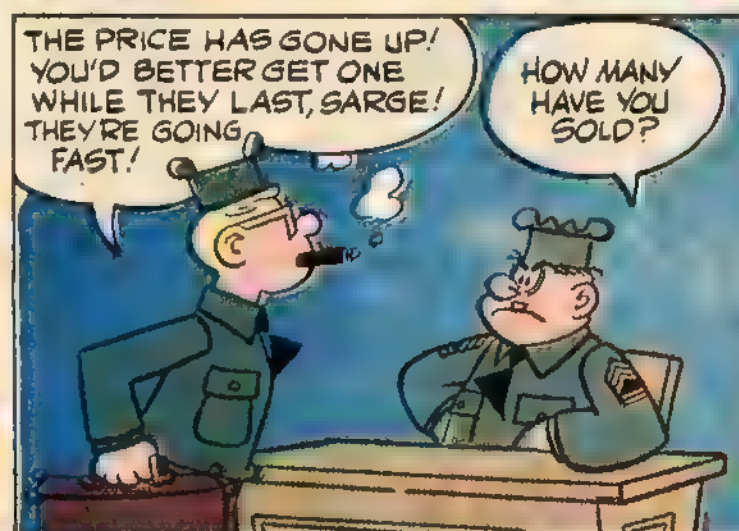
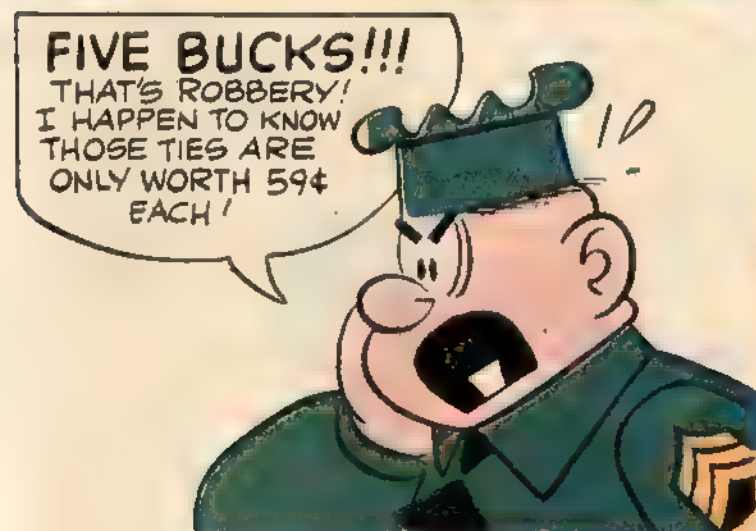
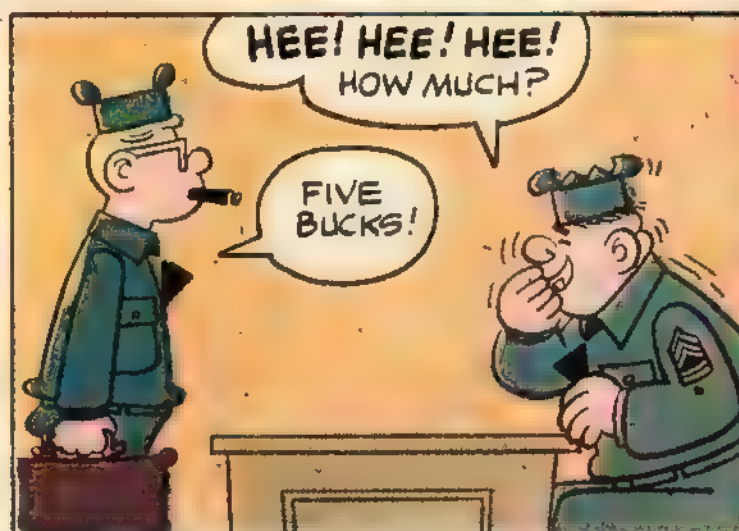
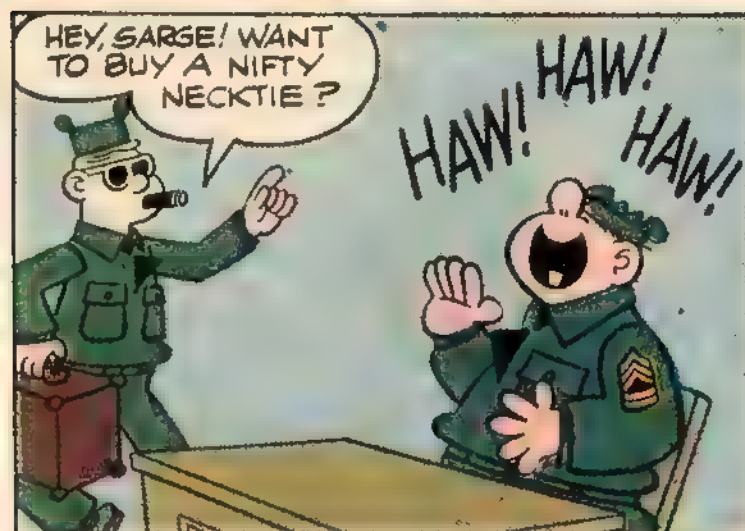
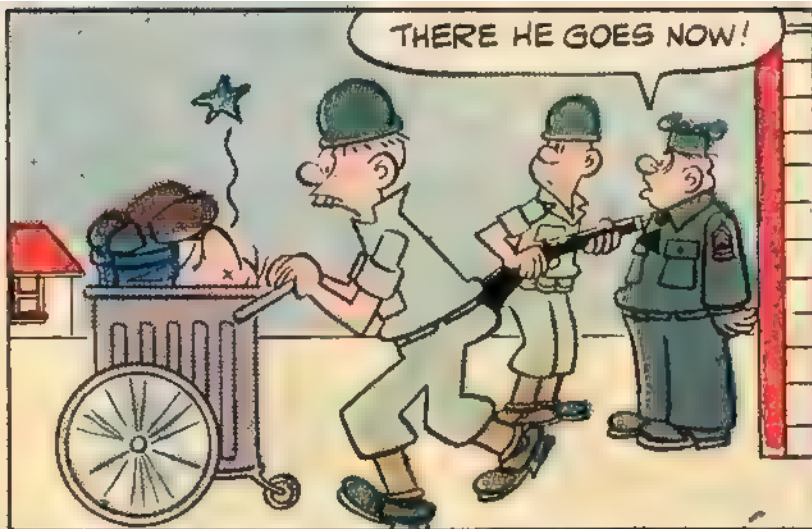
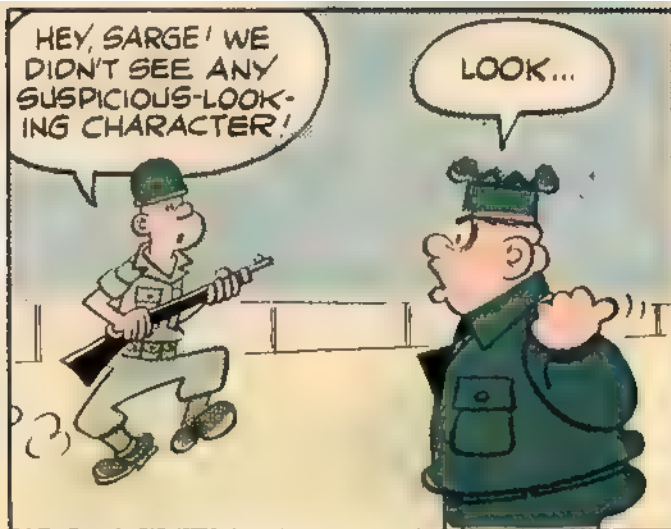
**YOUR HOME
AWAY FROM HOME**

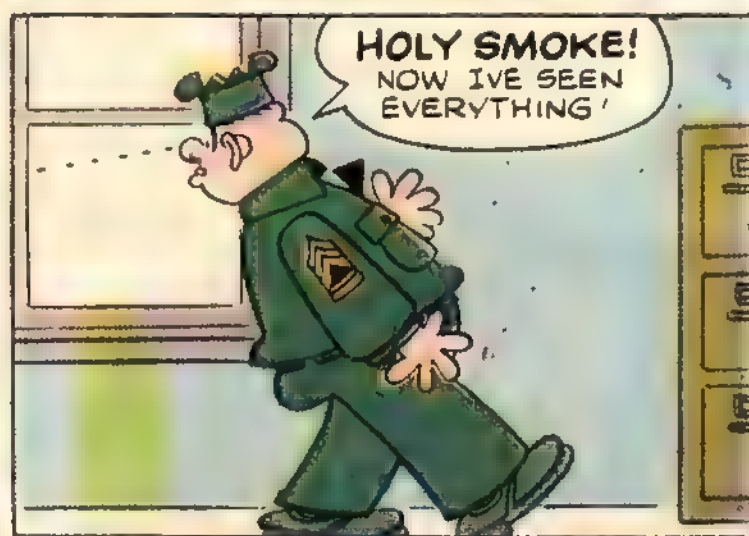
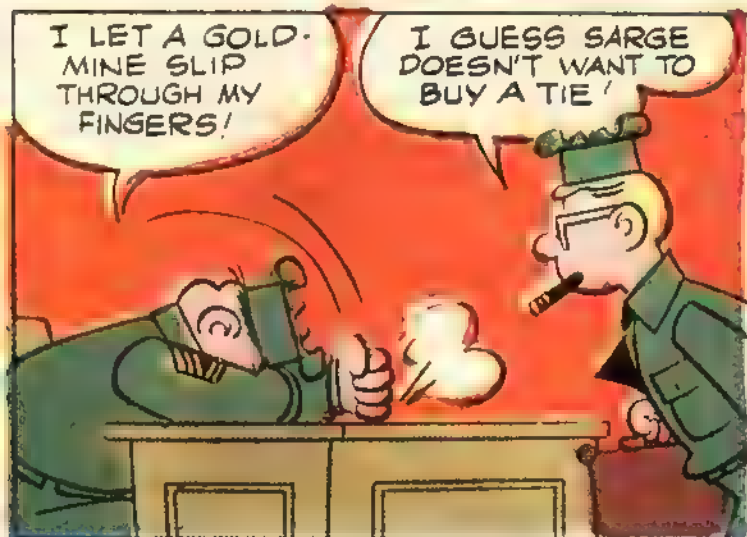
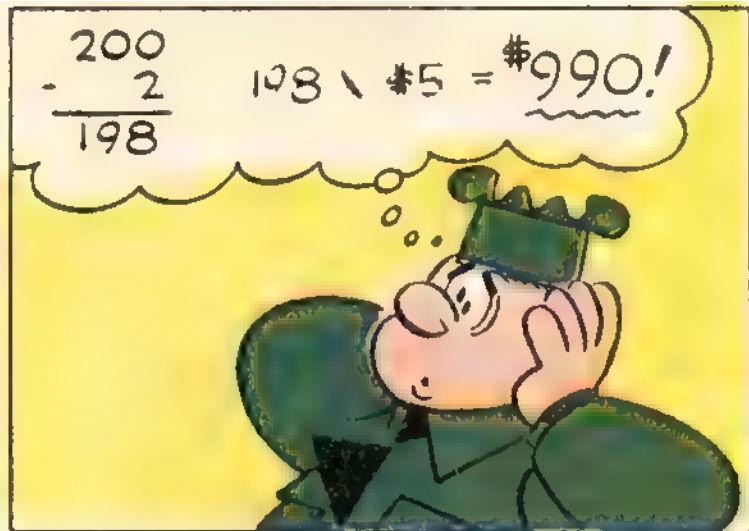


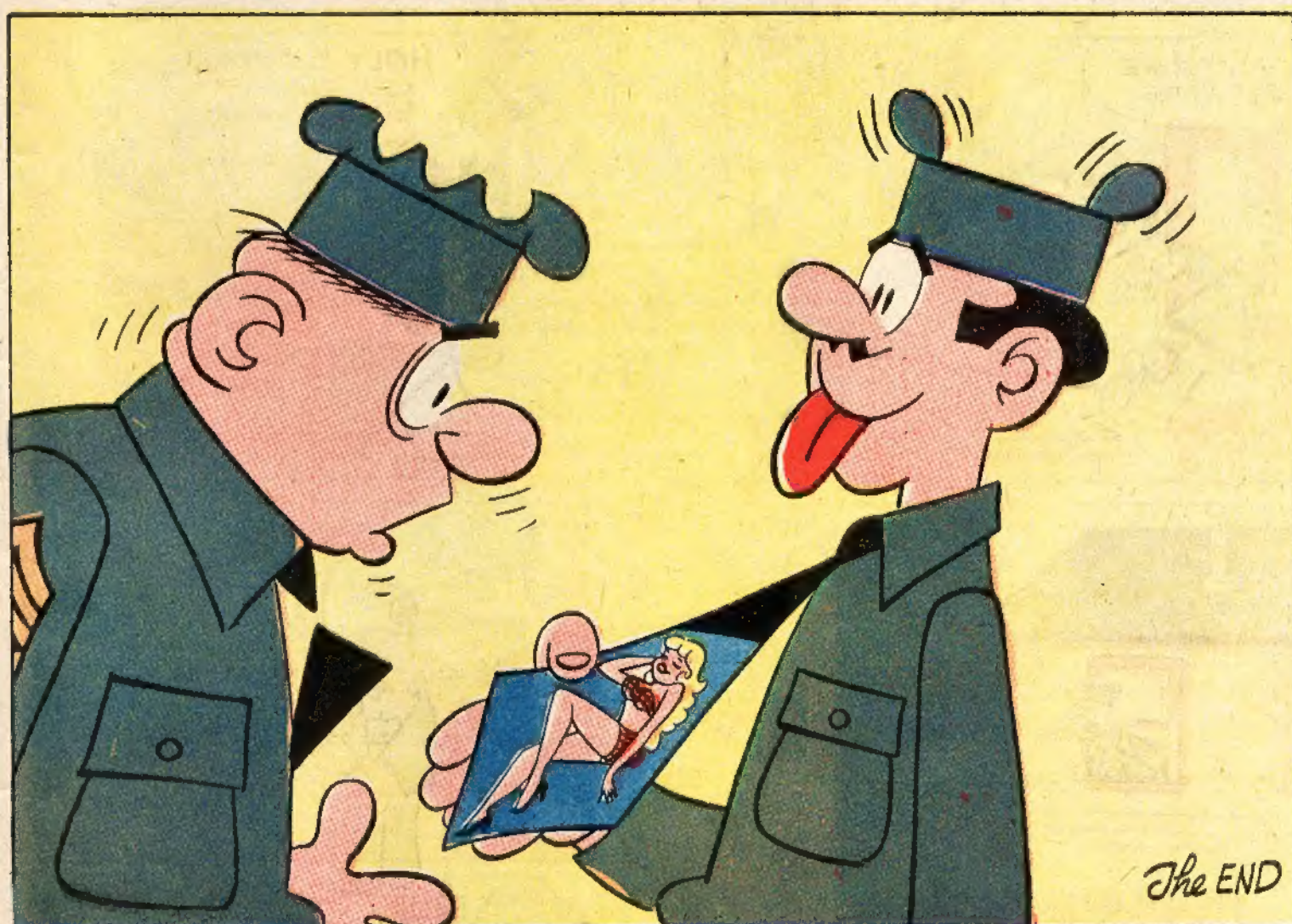
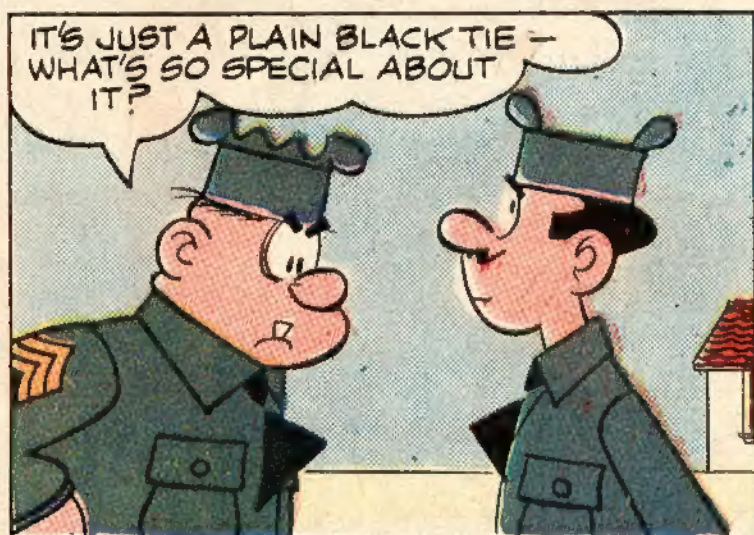
**LOOK
TO YOUR
FUTURE...**



buy U.S. Savings Bonds









YOUR CREDIT IS GOOD

...when you shop **Military Diamond Sales!**

No Age Limit • No Red Tape • Lifetime Guarantee



Item #101 \$99 both rings
Six dazzling diamonds fashioned
in sculptured 14K solid gold.
\$8 monthly



Item #102 \$299 three rings
Large fiery diamond set in a lavish
studio designed 14K etched gold
setting.
\$24 monthly



Item #103 \$169 both rings
A large fantastic diamond set in a
youthful modern 14K gold setting.
\$24 monthly

If coupon is clipped,
send order on plain paper giving
name, rank, complete address.

MILITARY DIAMOND SALES • P.O. Box 23635 • Pleasant Hill, Calif. 94523

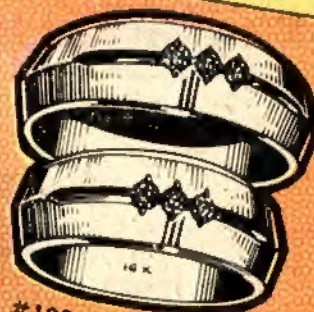
Interest rate annualized at 18%
or less. Shipping, postage & in-
surance \$5.00 per order.



Item #104 \$139
Specially designed in 10K solid
gold for Vietnam veterans. With
red synthetic stone and symbolic
dragon.
\$12 monthly



Item #105 \$179 three rings
Fifteen sparkling diamonds in
three ring set. Lavish design of
14K solid gold.
\$16 monthly



Item #106 \$169 both rings
Six fiery diamonds set in beautiful
brushed 14K solid gold. Available
in yellow or white.
\$16 monthly

Send Item # _____ Ring Size _____ **C-22**
Name _____ Rank _____
Military Address _____
APO or City _____ Zip _____
Serial No. _____ Discharge Date _____
Home Address _____
City _____ State _____ Zip _____
Sweetheart or Wife's Name _____
Her Address _____
City _____ State _____ Zip _____



Clip out—wrap finger—mark line at arrow point—mail with coupon.

MILITARY DIAMOND SALES • P.O. Box 23635 • Pleasant Hill, Calif. 94523



Item #107 \$179
Fantastic Linde blue star
and two flashing diamonds
set in 10K solid gold.
\$16 monthly



Item #108 \$200
Linde blue star and three
sparkling diamonds in 14K
solid gold.
\$16 monthly

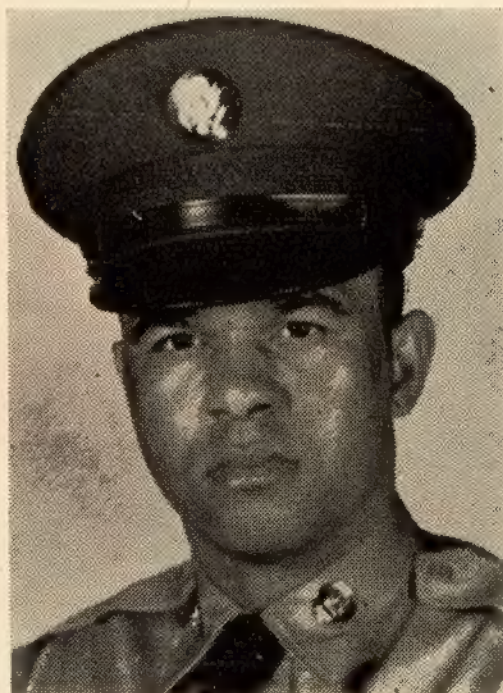
**SEND
TODAY**



**NO CASH
NEEDED**

Ring illustrations enlarged to show detail.

Salute to a Medal of Honor winner



The President of the United States has awarded in the name of
The Congress the Medal of Honor posthumously to

Sgt. Donald R. Long, U.S.A.

for conspicuous gallantry and intrepidity in action at the risk of his life above and beyond the call of duty:

On 30 June 1966, Troops B and C, 1st Squadron, 4th Cavalry, while conducting a reconnaissance mission along a road in the Republic of Vietnam, were suddenly attacked by a Viet Cong regiment, supported by mortars, recoilless rifles and machine guns, from concealed positions astride the road. Sergeant Long abandoned the relative safety of his armored personnel carrier and braved a withering hail of enemy fire to carry wounded men to evacuation helicopters. As the Platoon fought its way forward to resupply advanced elements, Sergeant Long repeatedly exposed himself to enemy fire at point blank range to provide the needed supplies. While assaulting the Viet Cong positions, Sergeant Long inspired his comrades by fearlessly standing unprotected to repel the enemy with rifle fire and grenades as they attempted to mount his carrier.

When the enemy threatened to overrun a disabled carrier nearby, Sergeant Long again disregarded his own safety to help the severely wounded crew to safety. As he was handing arms to the less seriously wounded and reorganizing them to press the attack, an enemy grenade was hurled onto the carrier deck. Immediately recognizing the imminent danger, he instinctively shouted a warning to the crew and pushed to safety one man who had not heard his warning over the roar of battle. Realizing that these actions would not fully protect the exposed crewmen from the deadly explosion, he threw himself over the grenade to absorb the blast and thereby saved the lives of eight of his comrades at the expense of his own life.

Throughout the battle, Sergeant Long's extraordinary heroism, courage and supreme devotion to his men were in the finest traditions of the military service, and reflect great credit upon himself and the United States Army.

